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## Newspaper Financial Experts Analyze Elements Favoring Trade Upturn

In Exclusive Interviews Wall Street Writers Say Deflation Nearing Completion—Debt Settlement Prospects and Higher Commodity Prices Bright Spots—Less Hysteria and Greater Confidence

By JOHN W. PERRY

**M**EN schooled and inured to the ways of Wall Street, finance and industry, all expert observers and commentators of the confusing, intricate business scene, this week gave to **EDITOR & PUBLISHER** a realistic, undecorated answer to the universal question as to where we stand in the depression.

For three years these men have been interpreting for millions of newspaper readers the sickening elements of the slump. They have seen many of their theories dashed on the rocks of reality, and they have seen others attaining a true constant note as time has passed. With an eye for fundamentals, they have become more astute and clear-sighted. Their answers at this stage come clear and sharp.

In most of their replies, optimists and pessimists alike, there are heartening, basic elements stressed, which may lead us slowly but surely out of the valley of business inactivity. Nearly with unanimity they point to huge, seemingly unsurmountable obstacles that have at last been passed, bitter doses taken that were necessary to hasten the cure of the nation's indisposition. Such things as the stoppage of the gold flow out of this country, the Lausanne Agreement, the relative stability of commodity prices and the decrease in the number of bank failures, are stressed; the current rise in the securities market and sectional increases in business activity being relegated to minor positions in importance. As never before an intelligent attempt is being made to get at and interpret the basic structure of finance and industry, the replies indicate.

The darker side of the picture is given in detail, as it needs must be to gain a true perspective. In some replies the darker note predominates. But this conservatism accentuates the authenticity of the hopeful signs; when an optimistic note is struck it rings clear and strong.

**EDITOR & PUBLISHER** presents these comments as representing, in the aggregate, the best informed opinion available on current business conditions.

Kenneth C. Hogate, vice-president and general manager of the *Wall Street Journal*, in an intimate and enlightening interview on current conditions, pointed to two factors as being the most salutary signs of the times.

The first is the passing of the hysteria resulting from the fear that the gold standard would have to be abandoned in this country and that widespread indecision and befuddlement would follow.

The second is the Lausanne Agreement on war debts.

"The general sentiment is better," he said, "now that the gold bogey has been passed. Many people actually believed that the United States would have to go off the gold standard. But the run by France and other countries on our gold reserves has been definitely stopped. There is no foreign gold to speak of in this country now. We have seen the worst of real panic and the tide is now turning toward confidence."

France and the United States, Mr. Hogate said, were the two retarding influences in reaching an agreement on the international debt question. The action of France in practically waiving repara-

ting by this necessity perforce to the unemployment problem.

Another retarding influence in Mr. Hogate's opinion is the fact that labor in isolated cases is still demanding



K. C. HOGATE



RALPH W. ROBEY



C. N. STABLER



RALPH HENDERSHOT

tions at Lausanne was held to be a "most encouraging" element in world trade recovery. If the United States follows suit in respect to debts owed this country, Mr. Hogate believes that a great forward step toward recovery will have been taken.

"These two factors," he added, "have relieved the pressure in the securities market, especially in the bond market in which substantial increases have been made which automatically makes more credit available.

"Although extremely helpful, it must not be assumed that the rise in the securities markets has solved our problems. Up to the present time these increases represent no more than the normal reaction from the long three-year decline, and particularly from the decline of this year. The market to date has regained only one-third of the losses it has suffered since last March 8."

Mr. Hogate believes that the expense of government in this country is one of the greatest retarding influences which can only be removed by drastic cutting of costs. He pointed out that government now employs one out of every ten people, whereas in 1860 the proportion was one out of a thousand.

"The government cannot help business," he said, "except in a palliative sense. All the billions we are expending now will have to be paid for in taxes later on. It is unreasonable that nearly one-third of the national income should go for the cost of government as is the case today."

He cited an instance in his own office of what the government can do to retard conditions. Mr. Hogate recently pruned an additional \$50,000 from operating expenses. He was relieved that he had been able to do it without reducing the number of persons employed. Immediately thereafter the government's rise in postage took effect, together with other taxes, adding expenses of \$100,000 annually to operating costs. It was necessary again to trim costs. This time it could not be done without letting some employees go, add-

wages that cannot be paid if a business is to make a profit. "These artificial labor conditions must end," he said. Wages of employees of the railroads, the building trades and the printing industry were cited. He deplored the necessity which publishers are under of effecting a reduction in costs at the expense of editorial and other office employees, while being unable to effect savings in composing and press rooms. The effect of this, he pointed out, is simply to increase the amount of the adjustment burden which must be borne by a certain portion of the employees.

Mr. Hogate was indignant at the "sickly manner" in which the government is dealing with the unemployment problem—while at the same time continuing its extravagances. "Unemployment," he said, "is fostered by government wastage of money and high taxation. It can only be cured when business is operating at a profit." And business cannot operate at a profit, he added, until the government puts its house in order.

"It is not clear yet that the business tide has turned," he said. "An essential for recovery is the establishment of something more nearly approximating a balance between the various factors in the population—an equilibrium of earning power. It can be easily forgotten that one-half of the people live on farms—and what a hell of a shape the farmers are in! The farmers didn't share in the prosperity; as a matter of fact the collapse was in part the result of the fact that one-half of the population was prosperous and the other half prostrate.

"Tremendous adjustments and thorough liquidation have been accomplished in many directions. But in so far as government costs are still unliquidated, and in so far as certain highly organized trades still insist upon 1929 dollars, the liquidation of other groups has necessarily been more drastic and that harmony of relationship whereby dollars of approximately equal value exchange freely in commerce, has not been established."

Nevertheless Mr. Hogate is confident that progress in working out confusing situations is being made and that recovery is as inevitable as it has always proved to be in the past.

The incisive Ralph West Robey, of the *New York Evening Post*, lists three elements in the current situation which might be labeled "encouraging":

(1) The relative stability of commodity prices over a period of several weeks.

(2) The "more realistic" attitude of our government on the war debts.

(3) The removal of strain on the American dollar from abroad.

"The first and third elements," he said, "are positive factors affecting current business. The second—the change of attitude on the war debts—is negative, but it serves to pave the way for positive action.

"American business itself has had no perceptible upturn as measured by standard indexes, with the possible exception of the customary seasonal upturns.

"The real trouble today is in the financial structure of the country rather than in business. In my opinion business has itself been liquidated to the point where recovery is actually possible. The question is whether it can stage the recovery in the face of the bad financial situation.

"It is proposed as a national policy to cover up the situation by policies that are fundamentally inflationary. The greatest question now is whether the inflation can 'take.'

"I think we should still exert all the caution possible in dealing with the business picture. We have been subjected to a terrific ballyhoo since the stock market crash, on the ostensible theory that by restoring confidence we will restore prosperity. That theory just will not work. We have tried it three years and it has been a 'flop.' It puts the cart before the horse; credit expansion must follow business expansion, and the 'confidence' theory presupposes the reverse. It should be remembered that the primary reason for bank failures is their insolvency."

By October, C. Norman Stabler, *New York Herald Tribune* financial editor, said, we should know "the answer as to whether we are on the way out of the depression." Mr. Stabler told **EDITOR & PUBLISHER** that the nation's business at this point is "more than normally" dependent upon the Wall Street situation and that at present "the structure is still too flimsy as a base for a bull market."

Mr. Stabler said: "There are relatively few tangible signs of an improvement in business and unless more appear this fall there can be no doubt that the bear market will continue and that the present upswing in stocks will appear on the chart as a small peak in a great depression. The individuals who have been the most astute traders since the 1929 break are skeptical of the business outlook and consequently are still bearish on the

## FINANCIAL EXPERTS ANALYZE ELEMENTS FAVORING TRADE UPTURN

market. The only chance of their being wrong is the chance that the stock market, through discounting business well in advance, will bring about an improvement in sentiment sufficient itself to help create the business improvement. It is a circle of three big arcs: better sentiment on the hope of a fall revival in business, a vastly improved market for stocks and bonds reflecting this sentiment and the possibility that the two combined will help bring about the hoped-for turn in business. The nation's business is more than normally dependent upon the situation in Wall Street, and better markets for securities and commodities there will bring a relief from the pressure to liquidate holdings of all kinds which has been prolonging the depression.

"At present the structure is still too flimsy as a base for a bull market. Unless some of the old line indices such as car loadings, unfilled orders for steel, consumption of electric power and the like can break away from their unprecedented low levels, we will continue in a period of declining earnings and reduced dividends.

"There are a few signs of improvement which have contributed to the more favorable outlook for the fall and while these cannot be measured in as definite quantities as the above indices, they are, nevertheless, very real. The Lausanne conference was more of a success than had been anticipated at first. The country successfully withstood the unprecedented run on its gold supply and the hoarding of currency. Some of the commodities appear to have touched their lows and to have reversed their previous trends. Throughout the country there is a healthy growing antagonism to governmental extravagance. Great Britain persuaded holders of its 5% war loan bonds to take 3½% bonds in exchange. Congress adjourned with the budget fairly well balanced. The Reconstruction Finance Corporation met its greatest test in Chicago and succeeded in keeping that city's banking difficulties a localized affair. The Interstate Commerce Commission has approved certain acquisitions of leading railroads which it had previously regarded as violations of the anti-trust laws. The oil industry is making money after a depression which it inaugurated when other industries were running along smoothly. There are other minor factors which might be mentioned.

"These are real signs of improvement although they haven't brought about any change in our accepted business indices. They haven't increased the earnings of American Telephone, General Motors, New York Central or United States Steel, but they have helped lay a groundwork on which a seasonal fall improvement in business could develop. The immediate future is a period of test which will continue until fall and the answer as to whether we are on the way out of the depression should be known by October."

Leslie Gould, financial editor, *New York Evening Journal*, said of the present situation:

"For the seventh time since the start of the depression and stock market debacle in 1929, the country, particularly the Wall Street section, has waxed optimistic over the near term outlook for business.

"This present rise in optimism, or sentiment, has the same bases as the six preceding waves—an advancing stock market and a hope in official quarters the worst has been and trade will pick up more than seasonally in the fall.

"There is, though, this difference between the present and the past ones—business in June and July dropped to 40 per cent below normal, the lowest it has ever fallen in any depression in the country's history, and security values have had a more than 90 per cent shrinkage.

"There is an irreducible minimum to which business can be carried—espe-

cially that in a country catering to the daily needs of 120 million men, women and children. Regardless of whether times are good or bad, these people must eat, sleep and wear clothes—and just filling these bare needs accounts for the bulk of our productive output.

"In addition to this, there is the factor of credit, which the various government agencies are pumping with all



LESLIE GOULD



M. S. RUKER



ELMER C. WALZER



C. A. JAGGER

their might and main into business channels. This is bound to have some effect on business, and may well bring, at least, a temporary rise in trade.

"If carried to an extreme, as there is a danger today, this credit expansion program will become inflation. This, as the records of the past show, brings an artificial recovery, followed by an even sharper setback.

"The one point against a real recovery this fall is the tendency of government, business and individuals to postpone until tomorrow what can be done today.

"All the important problems waiting settlement by Congress have been postponed until elections, and after that they may again be postponed until the new Congress sits. This is not until December of 1933 in regular session.

"The railroads, instead of adjusting their debt burden to current times are piling up more debt, practising a 'rob Peter to pay Paul' policy, and so it has gone right through this depression.

"Here are seven uncertainties, all more or less related which confront business today:

- "1. Unemployment relief.
- "2. Taxes.
- "3. Presidential election.
- "4. Debts—government, corporate and private.

"5. The American dollar, whether it is to be kept sound, or cheapened by inflation.

"6. A real estate market only partly deflated.

"7. Over-capitalized and overbuilt industry.

"What seems most likely to prove the case for business—the low point was reached in June and July, with the turn coming in the fall of 1933 or spring of 1934, after the uncertainty over what the new Congress will or will not do.

"As for the stock market, the safest time to buy is after business has definitely turned. In the past the investor who has waited for this missed on the average only about 10 per cent of the rise of the new bull market, and avoided getting in too soon, like so many already have."

"The more important weak spots which permitted the business structure to fall in 1929 have been repaired," Ralph Hendershot, *New York World-Telegram* financial editor, said. "In some respects," he added, "the repair job has made the foundation stronger than ever."

This fact, together with several developments in the business picture since the first of the year, in Mr. Hendershot's opinion warrants "the adoption of an optimistic attitude toward the business outlook."

Then came Mr. Hendershot's "ifs": "Some economic historians maintain that this country has never recovered from a severe depression without the aid of some outside influence, such as a war, a widespread crop failure or the

development of a new industry to inject new life into the business body. It is possible that we may not have any force of sufficient vigor to turn over the business engine.

"Another situation which might prevent an early sustained upturn in trade would be the failure of some large institution such as a bank or an insurance company. This seems rather unlikely

at the present time, but the unexpected occasionally happens, especially in uncertain times such as we are now experiencing.

"Fundamentally, however, conditions would seem to be right or nearly right for the long-awaited recovery.

"As is usually the case in prosperous periods, credit was used carelessly in the years prior to 1929. Stock speculators were advanced much more money than they should have had. Securities were sold at a rate much faster than new wealth was being created, and the difference was advanced by the banks and large corporations. It is apparent now that a bad case of financial indigestion was unavoidable.

"At their peak brokers' loans reached nearly \$7,000,000,000. Other security loans, including those by banks to individuals, ran the total up to probably as much as \$12,000,000,000. A large percentage of the owners of these securities never intended to pay for them, purchases having been made with the idea of resale at a profit to another speculator. These loans have since been reduced to very modest proportions and in the process stocks have passed largely into the hands of those able to pay for them outright. The work of digestion may be said to be completed.

"The dangers hanging over our entire banking and credit structure during the digestive process might well be likened to those of a person undergoing a serious operation. The banks had loaned the money of others to the stock speculators and unless they were successful in getting the money back in the tills again they would be 'up against it.' Large losses were taken, and many banks failed, but the larger institutions were able to withstand the strain. Most of our large banks now are more 'liquid' than they have been in years. They have gone to extremes in recalling loans of all kinds.

"Every effort possible under existing conditions is being made to help business, and there can be little doubt but that sentiment has taken a decided turn for the better. There are still a great many people who can buy and who are willing to buy when they think the time is right. The action of the stock market during the past two weeks and the bond market for the past month would indicate that many of these people think the time is right now. If security prices hold, the chances are that credit will begin to flow also in other directions."

An improvement in sentiment is seen by Elmer C. Walzer, financial editor of the *United Press*, as "the principal basis for conservative optimism."

"If there is no major setback," he told *EDITOR & PUBLISHER*, "that should be the beginning of an upturn all around, for credit is based on confidence and with willing credit industry can go into production assured of a market.

"Reports from various parts of the

country of gains in minor businesses tend to aid the return of confidence, although they may be magnified so far as they represent a true barometer. As yet there has been no measurable improvement in major lines such as steel, railroad, building and automobile production.

"Perhaps the country has seen the low point in the depression so far as industry is concerned. Perhaps the ogre of bank failures has been eliminated. Perhaps Europe is on the right road to solution of her difficulties. Perhaps many other factors making for prolongation of depression have been eliminated. There is no way to be sure any of these items is true. Time is required to test them out.

"Markets and businesses are still very sensitive to adverse news even though much of it can be anticipated. There have been many rallies before in this depression and all ended with declines greater than preceding ones.

"The principal factor which leads many to believe this time marks the end of the depression is the duration of the decline. In the past, crises have not been as vicious as the present one; nor have they endured as long. But nearly all have had the same characteristics. Some of them ended just before Presidential elections.

"Predictions now are hazardous despite the recent pickup in financial and commodity markets. But none can deny potential demand is growing and that once confidence returns this demand will be translated into orders that will bring a spurt in production."

To Merryll Stanley Ruker, *New York American* and *Universal Service* financial columnist and Hearst editorial writer, the recent rebound in the speculative and investment markets represents "a recovery from the spirit of panic and despair," and "signifies a renaissance of hope in the ultimate soundness of the present organization of economic society in the United States." Mr. Ruker, who is also a member of the staff of Columbia University and author of four books on finance, points out, however, that "though the percentage rise from the June low prices is astonishingly large, the recovery thus far has taken prices only back toward the levels prevailing in the middle of the spring."

"Suddenly," Mr. Ruker told *EDITOR & PUBLISHER*, "the pressure of necessitous liquidation relaxed, and discriminating analysts at home and abroad recognized that prices had fallen far below values, just as in 1929 quotations had climbed vastly above true values. Just as during the boom, the hysterical mind discounted an uninterrupted progression of increases in earnings through the year, so at the climax of the panicky selling the unimaginative visualized a progressive deterioration of the earning power of business enterprises.

"As in the past, excesses on the side of panic had within themselves the seeds of recovery. The lowly hog, which had been greatly depressed, led the way upward, gaining 50 per cent in price from the low in about six weeks. Other special commodities, such as sugar, showed sharp recoveries, following an equilibrium in the general commodity price level at the bottom, which was followed in July by a net gain in commodity prices.

"With the advance of commodity prices and stock and bond quotations, bank loans which were under water or undermargined gradually became adequately covered, and, since nothing succeeds like success, lenders then began to relax their pressure on borrowers.

"The vicious spiral was thus interrupted, and a new and benign circle of greater cheerfulness got under way. Sensitive to the ticker, business sentiment throughout the country has improved. Bankers have begun in the

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# DAILIES DRAW BUYING CROWDS TO STORES

## Aggressive Merchants Prove Sales Can Be Obtained Despite Present Conditions With Intelligent Use of Newspaper Space—Successful Events Described

By ROBERT S. MANN

EACH business day is bringing business—and in some cases large business—to merchants who are not too much occupied with commiserating themselves to make and advertise attractive offerings to their customers.

This is the plain implication of reports to EDITOR & PUBLISHER from numerous cities in various sections of the country, telling how even the July and August dog days have brought crowds of buyers ready to spend money in response to good-sized newspaper advertisements.

A Milwaukee store set new records in number of customers and in number of transactions in a single day—and at the same time other stores in the same city were doing business beyond their own expectations.

An Asheville, N. C., store spent more than \$1,000 on a 12-page tabloid newspaper supplement, aided by other newspaper advertising, and planned a consistent campaign for a month's anniversary sales. The number of items sold on the first day of the sale exceeded the number sold on the corresponding day last year, and the dollar volume was within a few hundred dollars of last year's figures.

In Richmond, Va., a department store, the Cohen Company, used large newspaper space to advertise a special sale, and the next day showed an increase in sales of 195.3 per cent over the corresponding day of last year. This despite the fact that this year's sale ran into the hottest weather which had been recorded this summer. The Cohen advertised, incidentally, drew much comment from advertising people and trade reports because of a "certified value" feature. Prominently displayed in a three-page advertisement was a letter from the general counsel of the Virginia Better Trade Association stating that his organization had checked proofs of the newspaper advertising and had inspected the goods offered, and had found that statements about materials, sizes, quantities, and prices were accurate. "No exaggerated claims as to values were found," said the letter, going on to commend the store for seeking such an investigation.

In Manchester, N. H., with a population of 76,000, the Leavitt Company used a five-page newspaper advertisement on July 20, four of the pages being on pink paper. On the first of the Leavitt Days, more than 20,000 persons entered the store, and before noon store employees were frantically seeking to get immediate delivery of new supplies in lines which proved unexpectedly popular.

"We did more dollar volume and almost double the number of transactions we have ever done before," the store announced in a later advertisement thanking the public for "making Leavitt Days the most tremendously successful sale we have ever had."

"We planned a big sale, we expected big crowds, but never did we dare hope for as tremendous a response as we got on the opening day.

"We had 200 salespeople ready, but at times 400 could not have taken care of the customers who waited to be served.

"Leavitt Days, July, 1932, will stand on our books as a record for us to strive to beat in future events."

C. Dekker, business manager of the Manchester Union-Leader, commenting on this sale, called it "truly the greatest sales event ever held in Manchester."

"The Leavitt Company," he added, "does not cease advertising after having planned such a big sale, but keeps plugging everlastingly, with the result that every month shows a decided increase in volume over the corresponding month a year ago."

In a specialized line—that of electric

refrigerators—figures available this week also proved the presence of real purchasing power in many parts of the country.

The electric refrigeration industry,

power of newspaper advertising and the buying capacity of consumers were given a concentrated test when three of the largest department stores put on their biggest sales events, all heavily

### ADVERTISING FINDS JOBS FOR 200

THE presence of purchasing power aggregating tremendous proportions, despite the recognized unfavorable factors in the present business situation is shown in reports from widely scattered cities, telling how advertisers are crowding their stores with customers and in many cases setting new records in sales.

One instance illustrates how this sales activity, stimulated by intelligent and forceful advertising, is working back to benefit the whole situation. In Syracuse, N. Y., a furnace company and a utility company are conducting a joint advertising campaign to induce people to heat their homes with gas. The expenditure for equipment is not trifling, yet from 2,000 to 2,500 inquiries have been received. One result of the campaign is that some 200 men have gone back to work at the furnace company's local plant.

which had set an example of vigorous promotion all last year, faced 1932 with full realization that its job this year would be a tougher one, because of general business conditions, because of further decline in building, and because the appeal of novelty had to some extent worn off. Early months of this year bore out the expectation, and despite strenuous efforts the end of May found the industry 14.1 per cent behind its quota.

June sales, however, leaped forward surprisingly, the month turning in sales of 151,774 household models in the United States, against a quota of only 120,010 and against sales last year of 119,761. This brought total sales for first six months of the year to 589,955, and put the industry within 93.6 per cent of its quota for the half-year. As a matter of fact, the number sold is considerably beyond the halfway mark toward the year's goal of a million sales, but the monthly quotas are adjusted to the expectation that April, May, and June will offer the best seasonal opportunities for sales.

One factor which stimulated sales in June was the imposition of a Federal tax of 5 per cent on sales of electric refrigerators, which took effect June 21. Many hesitant prospects decided to buy at once rather than pay an extra \$10 or so later. The tax constitutes an additional burden on sales now, but despite this, George M. Brown, manager of the cooperative Refrigeration Bureau supported by manufacturers through the National Electric Light Association, said this week that there was "every indication" that sales for the whole year would come close to the quota established. Last year's sales were approximately 950,000.

The present year is the second of the three-year cooperative program outlined by the Bureau. While conditions have forced some curtailment of the Bureau's magazine advertising campaign and other Bureau activities, funds are already in hand for continuing aggressive work until the end of the year. Plans for next year, it is understood, will be decided upon not before October.

In the meantime the Bureau is laying the groundwork for Electric Refrigeration shows in as many cities as possible in connection with Electric Refrigeration Week, Oct. 1 to 8.

An instance of individual success in the refrigerator field was reported from Mobile, Ala., where Adam Glass & Co., furniture store, used \$735 worth of advertising space and sold \$19,000 worth of electric refrigerators. "All we had to do was to follow up the newspaper advertising with intelligent sales efforts," said Ira T. Keeney, general manager.

In the Milwaukee instance mentioned near the beginning of this article, the

advertised, within the space of two days.

The events which created the test were Gimbel Brothers' "Daring Sale," an annual event in which no-profit items are featured mainly to obtain volume turnover and thus help business conditions; the Boston Store's "Thrift Sale," which is also an annual special event, built around the character of Benjamin Franklin and his adage about a penny saved; and the one-day "Limit Sale" which the three Schuster Stores have been putting on four times a year for the past 28 years. It was the first time that all three events had occurred at the same time.

In analyzing the results at each of the three stores, it was learned that Gimbel's had chalked up a record of the largest crowd in the history of the store, regardless of all sales events that have taken place during the past 50 years. A new record was also set in the number of transactions. One of the features of the Gimbel promotion was the advertised offer of free street tickets, good on Saturday only. Nearly 35,000 people took advantage of these coupons, indicating how thoroughly the advertising was read. The sale continued over a period of one week, 28 pages of advertising being published. It was interesting to learn that sales on Monday and Tuesday continued over the average, from the impetus of the big smash on the previous Friday, which stated that all merchandise would be kept on sale at the prices advertised until stocks were exhausted.

Schuster's sale on Monday, though only a one-day event, was also successful. The volume of business done exceeded the store's anticipation by more than 10 per cent. These stores are located in three major neighborhood shopping districts of Milwaukee. Advertising was begun several days in advance, about eight pages of newspaper space being devoted to this sale.

The Boston Store sale, which occurred on the same day as Gimbel's opening, although not up to last year's record, produced far better results than had been anticipated. The Boston Store is rated as the biggest single store in Milwaukee in point of volume. Unlike the other two stores, it used little preliminary promotion. The sale items were merchandised in nine pages of space, including a four-page section in one newspaper.

In the opinion of Irwin Maier, advertising manager of the Journal, which carried a large part of the total newspaper lineage used by the three firms, the success of these events proves conclusively that temperature or theoretical public pessimism do not materially affect sales that are aggressively newspaper advertised.

"I'll admit that we were somewhat doubtful that all three events would

click," he said, "but newspaper advertising again proved that it is the merchant's strongest selling tool."

The Asheville, N. C., instance, also mentioned early in this article, came on July 31, when the Bon Marche, department store, adopting a policy of quick turnover for quality merchandise at lower prices, put forth its greatest advertising effort in several years.

A twelve-page tabloid section on pink newsprint, representing an outlay of more than \$1,000, appeared as a supplement in the Asheville Citizen-Times to announce the opening of the store's forty-third anniversary sale on the following day, August 1. A display advertisement in the store's contract space in section one of the newspaper called attention to the supplement.

Despite inclement weather, the response on the opening day was tremendous. Shoppers from all sections of western North Carolina and from adjacent states swarmed in every department.

Even greater crowds visited the store on succeeding days and the volume of business swelled. The sale will continue for one month with follow-up advertising appearing in the generous contract display space of the city's newspapers each day.

"Bon Marche's teaser campaign and twelve-page tabloid section announcing their 43rd anniversary sale," said L. Roy Phillips, advertising director of the Citizen-Times, "represents the biggest effort put forth by this firm in years, and results are pouring in."

"The supplement announced a cash plan only for the month of August, and a three per cent discount for bills paid during the month. This advertising effort has fully justified the store's expectations.

While Louis Lipinsky, general manager of Bon Marche, was unable to give immediately figures that would make definite comparisons for the present sale and that of 1931, he reported that the number of items sold the first day exceeded those of last year, and the dollar volume was within a few hundred dollars of last year's figures despite the shrinkage of prices.

"The results of the newspaper advertising were very satisfactory," Mr. Lipinsky asserted. "Comments from customers on the 12-page section were highly complimentary."

With the newspaper advertising as a background, the store announced the sale by radio also.

From other cities also came reports of merchandising events which brought unusually successful results.

The J. B. Van Sciver Company, furniture dealers, of Trenton, N. J., opened a new store at 160 South Broad street on July 21. In the first three days 21,000 persons visited the store, and sales were considered "very gratifying."

The Dow Drug Company, celebrating its 50th anniversary spent \$30,000 in advertising in July, and was so successful in moving \$200,000 worth of stock for a Golden Jubilee sale that the company decided to extend the sale into August. William K. Downing, advertising manager for the company, reported that 85 per cent of the advertising was done in the newspapers of Cincinnati, Pittsburgh and Springfield, Ohio, while about 10 per cent went into an eight-page circular, and 5 per cent into radio broadcasts.

In Cincinnati also the Dan Cohen Shoe Company reported that a July clearance sale, given newspaper advertising exclusively, resulted in one of the biggest days' business of the year despite exceedingly hot weather on the day of the sale.

In Syracuse, N. Y., an outstanding advertising job is a gas home-heating

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## N. Y. PRINTERS VETO ARBITRATION BECAUSE OF CLAUSE IN BALLOT

**Inclusion of Five-Day-Week Provision Held "Illegal" in Resolutions Preceding Referendum—New Ballot Expected To Be Taken**

**T**YPOGRAPHICAL Union No. 6 in its referendum Aug. 3 voted against submitting to arbitration the differences existing between it and the Publishers Association of New York City in regard to a new wage scale. As **EDITOR & PUBLISHER** went to press the vote stood 4,323 against arbitration and 2,273 for arbitration. Out of approximately 350 chapels, 266, including all the large newspaper chapels, had reported.

It was indicated that the opposition was not primarily to the referendum itself but to the inclusion on the ballot, besides the question on arbitration, of a proposition that would commit the membership to a continuance for another year of the voluntary five-day week, due to expire Sept. 28, 1932.

Objection to the five-day clause in the ballot first came from the *New York Times* chapel, which unanimously adopted a resolution previous to the referendum calling the ballot "illegal" because it contained propositions that had not been agreed upon at the conference of the publishers' association and the union's scale committee.

"According to the ballot as prepared," the resolution said, "members desiring to vote against arbitration and for the five-day week cannot do so, and members desiring to vote for arbitration and against the five-day week cannot do so, no provision having been made for this expression of opinion."

"The ballot as presented is illegal in that it contains propositions not agreed upon by the conference. Said ballot has been determined to be a fraud and intended to induce one branch of the union to vote for acceptance of the proposition against the wishes of the other, and to induce the unemployed members to vote for the five-day week while they may not wish to vote for arbitration."

Other newspaper chapels approved by a large majority the *Times* chapel stand in the resolution. The publishers' association took similar action by addressing a letter to Austin Hewson, president of the union, in which it was set forth that "the ballot, as printed, in our opinion confuses the only issue—arbitration of wages—by combining with the question of wages the submission of the five-day week for one year from date of the award and other matters."

The referendum vote brings arbitration proceedings to a standstill. Mr. Hewson told **EDITOR & PUBLISHER** that no further developments could be expected until the necessary machinery is set up to reopen negotiations. Mr. Hewson said he expected to confer by telephone with Charles P. Howard, the international president of the union, with the aim of obtaining sanction to reopen negotiations with the publishers committee under local auspices. Mr. Howard in his official capacity, participated in the negotiations for the arbitration referendum.

The four arbitrators selected by the union and the publishers association met in the office of Louis Wiley, business manager of the *New York Times*, after the referendum, but could take no action as the vote against arbitration made the committee inoperative for the time being. The arbitrators are Mr. Wiley and A. B. Chivers, of the Hearst organization, for the publishers, and W. N. P. Reed and Sigmund Oppenheimer for the union. In case the union had agreed to arbitrate the four arbitrators were to choose a fifth member to act as chairman of the committee.

Howard Davis, acting chairman of the publishers' association and business manager of the *New York Herald Tribune*, had written to Mr. Hewson protesting against the inclusion of the five-day week clause, asserting that it

confused the issue which the arbitrators were to decide and was not in accordance with the understanding between the representatives of the two sides.

Following the referendum Mr. Hewson said:

"The ballot submitted to our members on Wednesday was neither a fraud nor was it illegal, as has been charged in some quarters. The records will show that the union's scale conference committee, with President Howard acting as its spokesman, reached the arbitration agreement with the publishers' committee. The latter body had agreed they would not interfere with the union's right to establish a five-day week. The union's committee then submitted the five-day week and wage arbitration plan to referendum.

"There were two projects before the union's committee for action. One was the five-day week and wage arbitration plan sent to the referendum. It was proposed by President Howard. Another was my plan—that of putting before the arbitrators two distinct projects—the wage cut demand of the publishers and the six-hour day with increased wages proposed by the union—the arbitrators to decide on one or the other demand. The union scale conference committee ratified Mr. Howard's plan and prepared the ballot accordingly.

"Thinking it was unfair to place the entire burden of the unemployment relief on the shoulders of the members regularly employed, I dissented from the scale committee's action. The vote taken clearly indicates my attitude was that of the vast majority of the membership.

"In view of the results, I shall endeavor to reopen negotiations with the publishers with the union's object in view of establishing a six-hour day."

### PRESS GAG REPEAL FAILS

A House committee in the Philippine Islands on Aug. 3 voted down, 14 to 1, a measure repealing the present libel law which makes publication of any material reflecting on the private life, integrity or reputation of individuals, even when a part of sworn court testimony, punishable by one to four years' imprisonment or a fine of \$500 to \$1,000. The law, which makes the mere fact of publication prima facie evidence of malice, has been effective since Jan. 1. The law, passed as a joker in the revised penal code, was unnoticed for several months. When it came to notice, a strong campaign for its repeal began. The press has waged an unremitting campaign for repeal. Numerous judges, declaring the law embodies the factor of "previous restraint," have held it unconstitutional.

### EDITOR & PUBLISHER CALENDAR

Aug. 12-24—Wisconsin Press Assn., midsummer outing, Chula Vista, Wis.

Aug. 19-20—West Texas Press Assn., annual meeting, Big Springs, Tex.

Aug. 29-Sept. 1—Newspaper Assn. Managers, annual meeting, Chicago.

Sept. 3—Texas Circulation Managers' Assn., annual convention, Abilene.

Sept. 9-13—Massachusetts Press Assn., fall meeting and outing, Cape Codder Hotel, Falmouth, Mass.

Sept. 19-20—Interstate Circulation Managers' Assn., fall meeting, Hotel Monterey, Asbury Park, N. J.

Sept. 24—Ohio Editors Assn., annual banquet, Columbus.

Sept. 26-29—Advertising Specialty Manufacturers, meeting, New York City.

### N.E.A. PLAN IS PROTESTED

#### Six-Point League Objects to Proposed Advertising Contacts

Members of the Six-Point League of New York, organization of newspaper special representatives, warmly discussed, at a luncheon Aug. 4, proposed plans of the National Editorial Association to extend its work in regard to advertising contacts. After a meeting of the executive committee of the League, a statement was issued which said in part:

"If our understanding of the project is correct, it involves the reorganization of a mutual trade or professional association into a commercial institution. It is, of course, for the members of the N.E.A. to determine whether they want to abandon their extremely useful relationships and enter a highly competitive business field in which neither they nor, so far as is known, any of the promoters of this project have had experience.

"Apparently the idea prevails with the group sponsoring the plan that selling national advertising for newspapers is easy. Out of a long and sometimes heartrending experience we wish to assure the members of the N.E.A. that it is not easy, that on the contrary it is a field of keenest competition where the battle is won only by experts trained by years of experience and supported by large capital investments."

The statement went on to suggest that the N.E.A. might act for the smaller papers in some such way as the Bureau of Advertising, A.N.P.A., does for its members—seeking to develop newspaper advertising in general, but not to make contracts for any individual newspaper.

Members of the Six-Point League also adopted resolutions of condolence at the death of F. St. John Richards, who was former president of the League.

## STEREOTYPERS TAKE WAGE REDUCTION

**Chicago Union's New Scale Is \$5 Per Week Under Old—Typographical Union Rejects Publishers' Proposal**

CHICAGO, Aug. 2—Chicago Stereotypers Union No. 4 today notified Chicago Local, A.N.P.A., of its acceptance of a wage reduction. Under the new agreement, newspaper stereotypers will be paid \$47 a week for day work and \$49 for night work. The previous weekly scale was \$51.84 for days and \$54 for nights. The working hours remain the same, 48 for days and 45 for nights.

At a meeting of Chicago Typographical Union No. 16 last Sunday, the members rejected the publishers' proposal of a wage reduction of approximately 10 per cent. The publishers offered the union a contract for one year upon the same terms as the expired contract still in force, with the following three exceptions:

"1. The wage shall be at the following hourly and weekly rates for day and night work: Day work—\$1.24, hourly; \$56 weekly; night work, \$1.35, hourly; \$61 weekly.

"The hourly wage for copyholders shall be at the following rates for day and night work for the period stated: Day—\$.94; Night—\$1.02.

"2. The scale for bonus operators on linotype machines shall be \$1.06 per hour for day work and \$1.18 per hour for night work, and the operator shall receive not less than seven hours' continuous composition per day. To be deemed a competent operator and entitled to the above rate of pay, a man shall produce not less than 4,500 ems solid per hour for a week of six consecutive days of seven hours each. Additional rates for machine composition after an average of 4,500 ems per hour is attained shall be one cent per 100 ems. Substitutes employed on the machines shall be paid at the rate per hour provided in the above schedule in accordance with their average speed for time employed each week. Provided that no operator who has established his competency in the office, and who sets an average of 4,500 ems per hour shall receive less than the hourly rate for time work.

"3. The foreman shall have the right to employ help, and may discharge (1) for incompetency, (2) for neglect of duty, (3) for violation of office rules (which shall be conspicuously posted) and (4) to decrease the force, such decrease to be accomplished by discharging first the person or persons last employed. In the employment of extras, the foreman may select such men as the needs of the office require without regard to priority. Should there be an increase in the force competent employes displaced by prior reduction shall be reinstated in the reverse order in which they were discharged before other help may be employed. Upon demand, the foreman shall give the reason for discharge in writing. Persons considered capable as substitutes by foreman shall be deemed competent to fill regular situations. This section shall apply to incoming as well as outgoing foremen."

The present weekly scale is \$63 days and \$68 nights.

In submitting the proposed one-year contract, the Chicago Local scale committee stated:

"Because further delay is unwarranted, the foregoing proposal is submitted as the considered action of the Publishers' Association toward conciliation, and for prompt acceptance or rejection only."

The rejection of the publishers' proposal by the union throws negotiations back to their original stage. President Charles Howard of I.T.U. is expected in Chicago this week.

The publishers and the pressmen's union have not as yet agreed upon a chairman for arbitration proceedings.

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# NEWS MEN IN THICK OF B. E. F. FIGHTING

Eviction of Jobless Veterans Climaxed Tense Story Which Had Kept Reporters On Jump For Weeks—Several Gassed—Dailies Differ On Wisdom of Hoover's Action

By GEORGE MANNING

Washington Correspondent, Editor & Publisher

WASHINGTON, Aug. 1.—Though the forced and rapid departure of the "Bonus Expeditionary Forces" from Washington meant the end of one of the most prolific and continuous page 1 news sources this city has known in many a day, Washington newspapermen individually heaved great sighs of relief when the last tattered veteran was deposited at the District of Columbia line and gruffly told to "get going."

For the presence of the B.E.F. in Washington has meant plenty of work and constant vigilance on the part of local reporters, press association men and correspondents of out of town papers. It was universally believed the veterans could not be evacuated without violence and no one knew just when the outbreak would come.

Reporters and photographers were in the midst of all skirmishes which took place between police and the veterans, the most difficult job being when the federal troops advanced on the helpless bonus army.

At this time every available reporter and photographer of the local papers and news services was put on duty. Many were present when a policeman fatally wounded a veteran, and remarkable action pictures were taken of hand-to-hand fighting, some pictures actually showing missiles in the air.

All reporters covering the assault of the federal troops were given a taste of warfare when the soldiers let loose a barrage of tear gas bombs. Choking and coughing, their eyes red and smarting from the effects of the gas, the newsmen continued to rush for telephones to give vivid descriptions of the first use of federal troops against unemployed during the present depression. Scarcely able to see, photographers pointed their cameras and turned in some astonishingly good pictures.

A graphic account of reporters' activities was written by Robert L. Thompson of the Washington staff of United Press. He said:

"Troops are moving down Pennsylvania Avenue to evict the veterans as we set up United Press field headquarters in a nearby drug store.

"We had no idea what would happen. But we must keep an open wire to the U.P. Washington bureau. William Kerby and myself were to man it; we knew that Joseph Baird of U.P. was attached to the advancing troops.

"Then came the gas. "Tear gas bombs were popping across the street. Steel helmeted doughboys were hurling them right and left.

"An ex-Marine, I had faced gas before. But facing it without a gas mask was something else.

"Weeping and choking, I rushed into the drug store to flash word to the office that the gas attack had begun.

"Kerby came dashing in a moment later, grabbed the telephone and added more details. His eyes were red and bleary. Himself gasping, he talked into the telephone the story of what he had just seen.

"A cavalry horse came galloping toward the door. The gas seeped inside. We were left to choose between the gas on the inside and drawn sabres outside.

"I stayed and took the gas. Kerby went out and was rapped across the stomach with a sabre.

"John Reichman, Edward Beattie and Virgil Pinkley came in coughing and choking to report latest developments. William Bell, who has virtually lived with the bonus army for weeks, stayed with the veterans in the thick of it.

"Joseph Baird of the State, War and Navy staff, was with the troops.

"Lyle C. Wilson took up a position on the Anacostia bridge as the troops advanced to take over the main bonus camp. Granville Staggy stayed back of

the lines as the cavalry went into the camp, helping Baird keep in touch with the army officers.

"Thomas L. Stokes circled the edge of the city through the night to check the disorganized retreat of the veterans, women and children, who were fleeing the city to which they had come in quest of help."

Similar experiences were had by Associated Press and International News Service men who worked on the story. All got doses of tear gas and were ordered around and threatened by overzealous soldiers and excited veterans.

Herbert Plummer, of the A.P. feature service, was so badly affected by the tear gas that he was treated by a doctor. He was the only A.P. "casualty" though a number of others had narrow escapes from flying bricks and there were many minor cuts and bruises caused by stumbling over shacks and debris during the night "battle" at the Anacostia camp.

S. B. Bledsoe, of the A.P., was chased from a filling station by a cavalryman who rode up and cleared the station.

During a part of the "engagement" a cavalryman spied Nathan Robertson, of the A.P., and bore down on him. Robertson dodged behind a nearby parked automobile and started circling the machine with the soldier in pursuit, trying frantically meanwhile to extract his police press card from his pocket. After a few, mad dashes around the machine Robertson succeeded in getting out the card. When he waved it in front of the cavalryman the latter stopped the pursuit and sought a more formidable opponent.

Francis M. Stephenson, head of the A.P. Senate staff, was called in from the Capitol and John F. Chester left his beat at the White House to become a "war correspondent."

James Cope, an A.P. editor, and Timothy Elkins, A.P. photographer, spending their vacations in the city, were drafted for service.

Other A.P. men who took part in covering the "battle" were William Wight, Melbourne Christerson, Robert S. Pickens, William Beale, James P. Selvage, and Charles P. Williamson, who spent virtually all of Thursday night at Anacostia cleaning up details of the story.

Covering the Anacostia camp evacuation was not so easy, as the nearest telephone was at least a quarter of a mile away. As soon as one man finished dictating he ran back to the camp to get more material, giving up the telephone to a new arrival from the "front."

At Anacostia, too, the tear gas barrage was heavy and the desperate bonus marchers threatened to lynch several newspapermen, apparently just on "general principles," as the newsmen were doing nothing more than observe the scene.

The story was handled on the desk by Edward J. Duffy, assistant manager of the Washington bureau of the A.P., while Byron Price, head of the Washington bureau had general charge of the entire job.

Members of the International News Service staff found the same type of "cooperation" from police, soldiers and bonus marchers. It was a case of every man for himself, but the I.N.S. men stuck to the job until the last.

Only one casualty was reported among the I.N.S. staff. Harry Ward, who had been covering the Pennsylvania avenue engagement for several hours finally collapsed from the heat while telephoning to his office from a drug store near the "front." Ward had received his share of tear gas earlier in the day and was chased by police and

cavalrymen, finding his police card availed nothing.

The story was handled in the I.N.S. office by A. T. Newberry, the regular desk man, and William K. Hutchinson, who acted as rewrite man. Others who were on the street were Joseph K. Smith, Edward B. Lockett, who covered the bonus army from the time it arrived in Washington and who went with the veterans to Johnstown, Pa., Paul C. Yates, and William S. Neal.

As quickly as possible photographers rushed plates to the local airport where regular passenger planes which leave here every hour for New York transported them to that city. No special planes were chartered, as the picture services found the regular scheduled plane service adequate.

William Randolph Hearst's private plane, piloted by William Cleveland, made two trips from New York bringing extra photographers and special long-range cameras for use if photographers had been expelled from the fighting zone. Pictures sent to New York on the 1 p.m. passenger plane were used in the *Evening Journal* the same day, according to H. M. Van Tine, manager of the Washington bureau of International News Photos.

Hyman Greenberg, of Acme News Pictures, accidentally beat rival picture services by several hours in getting photos of cavalry from Fort Myer entering Washington. He was rushing to the aviation field to put aboard a plane some pictures taken earlier of veterans and police fighting.

Instead of going by the usual direct, but more heavily traveled route, Greenberg took a longer, but less traveled road to the airport by way of the new Arlington memorial bridge. Seeing the cavalrymen crossing the bridge and sensing their mission, Greenberg stopped his car and took several "shots," sending these plates along with the earlier ones.

George Skadding, head of the Associated Press picture service bureau here, said the A.P. had a plane chartered to take night photos to New York, but adverse weather conditions prevented its use. He said his photographers, barred by soldiers from reaching the Anacostia bonus camp by way of the usual bridge route, hired a speed boat and "ducked" around the military lines.

Reports of a military censorship by the War Department were exaggerated. Some difficulty was encountered at first in finding out that troops had been ordered out, but this probably was more because of lack of information by the War Department press section.

During the "engagement" on Pennsylvania avenue several statements were issued by the White House and Secretary of War Hurley made public his order to General MacArthur to proceed against the bonus army almost as soon as it had been sent. Bulletins from the "front" were made public by the War Department from time to time, but, obviously, newspapermen on the "firing line" had information long before it could reach the War Department in the form of official messages.

After the troops had routed the bonus marchers the "war correspondents" had the almost unprecedented privilege of a joint interview with the Secretary of War and the Chief of Staff. It was at this interview that General MacArthur described the bonus army as "insurrectionists" and declared if President Hoover had delayed longer in calling out the troops "the institutions of our government would have been severely threatened."

A few hours before General MacArthur made this statement, with Sec-

retary Hurley nodding assent, an official bulletin made public by the War Department said the attitude of the veterans was "that of razzing," they "are not very desperate" and that they offered "little resistance."

Instead of censorship, the War Department's cooperation with the press was unusual and more than one newspaperman suspected the occasion was being used to put before the country some very substantial military propaganda.

Washington dailies differed in their views on the eviction. The *Washington Post* stood alone in unalloyed gratification that the bonus army had been "completely ousted from Washington." The army came to a disgraceful end, the Post said editorially, "because it resorted to rioting and disorder to hold property belonging to the government."

The *Evening Star* took the position that the veterans' "chosen rôle was defiance of government and of authority, revolt against government and authority," and that the only alternative was "quick, decisive action, taken in accordance with methods duly prescribed by the law of the land."

"If there is any occasion for gratitude or for thanksgiving today," the *Star* continued, "it is for the fact that intercession by the military forces was carried through without bloodshed and with only minor casualties, and that the grim horror of actual street fighting, with countryman aligned against countryman, was avoided."

The *Star* could see no "occasion for satisfaction" in the fact that troops were used and continued that:

"There is nothing to be proud of in the fact that after troops had met the emergency and quelled the riot their assigned task was not brought to an end before women and children, together with able-bodied men, were sent, confused and bewildered, into the night from the Anacostia camp, that until a few short hours before they had been given to understand was for the time being theirs.

"The action of the troops solved the problem of ridding government property of trespassers. The problem that led to that trespass has not been solved."

The *Washington Daily News* and Scripps-Howard papers throughout the country carried two striking editorials, written by Ludwell Denny, both published on page 1 of the *News*, one the day following the first attack of the soldiery and the second after President Hoover and General MacArthur had characterized the B.E.F. members as "insurrectionists."

The first editorial, headed "Tragedy," declared "there can be no victor in the clash between bonus rioters and the government. All are losers." The blame was placed basically on "vote-seeking politicians who, in the beginning, encouraged the men to come to Washington on a mission those politicians knew was doomed to failure."

The second editorial characterized as "untrue" statements made by General MacArthur that "revolution has been threatened" and protested against the "Cossack methods" of local officials.

The Hearst papers, the *Herald* and *Times*, both condemned use of soldiers, the former asserting that "for sheer stupidity President Hoover's spectacular employment of the military in evicting a mere handful of the derelicts of the world war from their wretched billets in Washington, is without parallel in American annals."

From the time the first members of the B.E.F. reached this city until the last marcher had been routed they were constantly "covered" by reporters for the local papers, press associations and out of town papers.

## AGENCY'S RATE DEMAND SPECIFIES WHAT PAPERS SHOULD CHARGE

McCann-Erickson Letter Asks That Higher Millines Be Brought Down to Averages—Chicago Tribune Giving New Quantity Discounts

**M**CCANN-ERICKSON, INC., New York advertising agency, acting for a group of four Standard Oil companies, has submitted a letter to daily and weekly newspapers, not only asking for rate reductions but specifying in each case how much the reduction should be.

The letter was sent only to publications whose rates were considered out of line with the average milline rates for papers of similar circulation, according to the agency, but the total number of 180 makes up about 30 per cent of the 600 newspapers on the lists of the affiliated oil companies. A large part of the letters went to weeklies and smaller dailies, but others went to some of the largest papers. At the agency it was learned that while some weeklies had acceded to the request, most of the dailies made strong objection and presented arguments to justify their rates.

Privately, publishers and representatives expressed resentment at being told where their rates should be.

The agency's procedure, as outlined in the letter was to divide the newspapers which have been receiving advertising from the four oil companies into circulation groups, from those under 5,000 to those over 500,000, and then to work out average milline rates for all the groups. Papers with milline rates 15 per cent or more above the average were asked to come down to the average.

On this point, one letter said: "Your paper is in the 'under 5,000' group, but our records show that its rate is — per cent above the average for that group. In order to establish your rate at a point where it will compare favorably with similar papers in your state, it will be necessary for you to reduce it to approximately .01 per line. We request that you do so, as we believe such a procedure would be ultimately to your own best interest.

"We hope that you can see the fairness of this proposal, as otherwise it will probably be necessary to omit your publication from this and subsequent 'Standard' campaigns."

The four advertisers in whose behalf the letter was sent were the Standard Oil Company of New Jersey, the Standard Oil Company of Pennsylvania, the Standard Oil Company of Louisiana, and the Colonial Beacon Oil Company.

Another agency letter on rates, sent out by Raymond P. Locke, vice-president and treasurer of Tracy-Locke-Dawson, Inc., of Dallas, Tex., quoted a client as asking why advertising rates had not declined, and asked for letters from publishers on the subject. In reply, Cranston Williams, secretary-manager of the Southern Newspaper Publishers Association, wrote a letter from which the following paragraphs are taken:

"One of the developments of the depression has been that the selling price of services cannot be reduced and that unless the man who has a service to sell is able to stand terrific and continuous losses, or increase the price of the service he has to sell, he cannot exist. Look at the rates of public utilities. The banks have maintained their interest rates, while the insurance companies have almost uniformly had to increase their rates by reduction of dividends to policy-holders in the case of life insurance companies, or by direct increase of rates in the case of certain lines of casualty insurance. The same is largely true in the professional and personal service field.

"If advertising rates should be reduced in relation to the decline of commodity prices I am satisfied that you will agree that the 15 per cent agency commission must take its part in the shrinkage.

"It is true that commodity prices have come down—but it is equally true that

the majority of manufacturers are receiving a profit that is commensurate with the profit that they made in former years—in other words, to the cost of materials, manufacturing and overhead, they add their markup or profit charge. This may be 10, 20, or even 50 per cent. In a large number of cases, manufacturers are adding the same percentage of markup to their product that they did in peak years and in cases where the manufacturer's markup is less than in 1929—it may be because their 1929 markup was high in the light of experience. There may, of course, be exceptions, but I believe this is generally true.

"Most good newspapers in boom times tried to maintain a 10 per cent return on their investment. Some newspapers earned even 15 per cent, which is the difference between their cost of manufacture and the price they sold at. Newspapers, large and small, are today not making their operating cost due to shrinkage in volume and the lack of proportionate reductions in the things which go into the making up of a newspaper—as paper, labor, etc. It is not possible for a newspaper which has no markup today to increase its loss by granting a rate reduction.

"In periods of extended depression, the strictest economies have failed to show within 50 per cent as much saving as it would cost to produce the business in good times. This is because the newspaper organization is so thoroughly interwoven that there are few places in its labor and material cost where savings of any profitable extent can be effected without a noticeable and damaging effect on the product. If it were possible to make these reductions at the cost of quality the advertiser would suffer along with the publisher, because it is only the quality and reader interest of a newspaper which makes any advertising profitable. Of all the times that an advertiser needs quality and reader interest—the times he needs them most are times like these when he needs the business most. There has been a reduction in the price of only one commodity that is important in the manufacture of a newspaper and that is newsprint paper. If it were possible to pass this slight saving on to advertisers it would not amount to .001 per line.

"Since your inquiry comes from a client, it is natural to assume that the concern is a national advertiser. I do not know of a single national advertising contract with a Southern daily newspaper today where the advertiser guarantees to use any particular amount of space in any month. There are contracts based upon annual volume and that allows the advertiser to choose one or two months in the year to use a newspaper which must stay in business twelve months in the year and provide a medium each day which the advertiser may use at his option. It is natural that the advertiser must share in the cost of that privilege."

The *Chicago Tribune*, which recently announced a system of six-month interim discounts to retail advertisers, has now put into effect a scale of volume discount on general advertising to be run under contracts received up to July 24, 1933. The basic black-and-white line rate, week days, remains at \$1.40, declining on a graduated scale to 90 cents a line for 100,000 lines. On the Sunday Tribune the former flat rate of \$1.75 a line is retained, but users of large linage will get lower rates down to \$1.05 for 100,000 lines.

Col. R. R. McCormick, editor and publisher of the Tribune, in announcing the new plan, said:

"This contribution to greater sales volumes and improved general welfare is part of a general program of the *Chicago Tribune* to help business help

itself. We will continue to base advertising rates on circulation, editorial content and reader interest. These factors are the basis of value of an advertising medium. The rise and fall of general business and the effects of bad politics and other causes which create conditions beyond the control of a newspaper can hardly be said to reduce the value of newspaper advertising. We are, however, making it possible for the advertiser to buy more of the known means to increase sales volume in our own market.

"As a part of our program we will continue to improve the quality of our newsprint, plates and printing. The editorial department is planning to make more attractive its features, pictures and general services to readers. There is no discount in our news coverage, nor our market coverage. We will continue to put out the best newspaper possible and to strengthen the ability of the advertiser to get maximum return from every advertising dollar invested in the Tribune.

"We are confident that the present depression will be overcome and that the means to recovery are again in the hands of business men. We are shaping our own operations accordingly."

### DAILIES GO "OPEN SHOP"

Morgantown (W. Va.) News and Post and Printers Disagree

The *Morgantown (W. Va.) Dominion News*, morning, and the *Post*, afternoon, went "open shop" last week as the result of failure of wage scale negotiations with the typographical union. Fifteen members and three apprentices formerly employed on the papers are out of jobs.

In March, 1932, the printers voluntarily accepted a 10 per cent reduction from their contract wages ranging from \$42 to \$46 a week, until July 30. During July they endeavored to reach an agreement with the management to continue the 10 per cent cut until Oct. 1, and then resume the old scale. The newspapers proposed a reduction of about 30 per cent and the printers countered with a 14 per cent cut. The newspapers proposed a cut of 18 per cent, open for three days and withdrawn at the end of that period. Printers renewed their 14 per cent offer and proposed arbitration, which the newspapers refused.

R. S. Reid, manager of both papers, declared that the wage reduction was a necessary measure due entirely to conditions and in accordance with salary cuts in all other departments made some months ago.

The printers have circulated pamphlets stating their side of the controversy and state that they could not contract for wages below \$35 a week and remain members of the union.

### ROSWELL DAGUE

Roswell Dague, 48, former New York newspaperman, who for the last nine years had been with the advertising firm of N. W. Ayer & Son, Inc., died at his home in New York Aug. 2. He joined the *Tribune's* staff as a reporter before it was consolidated with the *Herald*, and became drama editor, drama critic and finally assistant city editor. For a time he was with the Famous Players-Lasky Corporation, writing and adapting short stories for the screen. Mr. Dague had been connected with the Ayer firm since 1923 except during 1927, when he had charge of the Western Electric Company's promotion campaign for the then newly developed sound pictures.

### CANDIDATE BOUGHT 2 PAGES

The *Anderson (S. C.) Independent* recently carried a unique political advertisement of two pages. A candidate for Congress used one page to give his platform and the second carried pictorial history of his career from a boy to his election for a first term to Congress. The pictures were drawn in strip style and ended with the picture of the candidate in the last bracket asking for re-election.

## WEEKLY'S DRIVE BANS RESORT GAMBLING

Long Beach Paper Exposes Conditions and Governor Roosevelt Orders Places Closed—Part of Cleanup Drive

The order of Gov. Franklin D. Roosevelt of New York demanding that District Attorney Elvin Edwards clean up open gambling in Long Beach, L. I., and the subsequent closing of 100 gambling places this week, followed a campaign against gambling by the *Long Island Chronicle* of Long Beach, a weekly.

The *Chronicle*, Charles Gold, publisher, James G. Blake, editor, and George Xanthaky, business manager, in its July 22 issue exposed the gambling and charged Mayor Frank Frankel, who is also police commissioner, with protecting the games, 14 of which, the *Chronicle* said, were operating on the Mayor's own property.

The *Chronicle* also related that it had been offered \$200 weekly in "advertising" by the boardwalk gambling operators, which the paper characterized as bribery and refused.

Four days after the publication of this story Mayor Frankel dismissed Chief of Police Morris Grossman, blaming him for the gambling. The Chief denied responsibility. "I closed them and he opened them 20 minutes later," said Grossman, who has begun court action for reinstatement.

The gambling continued as wide open as ever following Grossman's dismissal and the *Chronicle* on July 29 called upon the Governor to take action. It said editorially: "We in Nassau County who watch the administration of what passes for justice in the hands of District Attorney Elvin Edwards, Frankel, and men of a similar type, often wonder what all the shouting is about in New York City. Governor Roosevelt displays a deep interest in the proceedings there. Certainly, it would be seemly if some part of that deep interest were directed toward this county where the exploits of the New Yorkers seem like schoolboy scrapes or the manifestations of as yet unborn innocence."

Copies of the paper were sent to the Governor in Albany and three days later he ordered all gaming places closed.

The gambling campaign is but one of the several drives made by the *Chronicle* in its fight to rid Long Beach of an element which gained control of the city after an election in 1929 that was marked by illegal voting. It has directed its attack upon Mayor Frankel, Morris Grossman, the now deposed police chief, and District Attorney Edwards of Nassau County, against whom Mr. Gold has filed charges of malfeasance with Governor Roosevelt. No action has as yet been taken on the charges.

### CORRECTION

The June comparative linage figures for the *Wilkes-Barre (Pa.) News*, printed on page 38, of the July 30 issue of **EDITOR & PUBLISHER**, should be changed to read: News 1931, 360,587 lines instead of 178,245 lines; News 1932, 422,976 lines instead of 360,587 lines; loss 62,389 lines instead of 42,976 lines. Figures for the other *Wilkes-Barre* papers are:

	1932	1931	Gain or Loss
Record .....	(m) 790,319	985,482	195,163 L
Times-Leader .....	(8) 792,543	970,788	178,245 L
Independent .....	(8) 133,742	154,118	20,376 L
*Telegram .....	(8) .....	42,042	.....
Total Daily .....	1,843,449	2,379,246	435,797 L
Total Sunday .....	133,742	196,160	62,418 L
Grand Total .....	2,077,191	2,575,406	498,215 L

\*Telegram discontinued Nov. 1, 1931.

### CHANGES IN BUFFALO

Charles A. Ballou, who joined the *Buffalo Times* recently after previous experience with other Buffalo newspapers, has been appointed makeup editor. He succeeds John Lewis, who is transferred to the telegraph desk. Horace Brown, who has been acting Sunday editor during the absence of Samuel W. Hippler, returns to his position as Western New York editor this week upon Mr. Hippler's return.



## CHICAGO PAPER CUTS CLASSIFIED RATES

**Tribune Milline Rates Now Lowest Since 1920—Daily News Also Announces Schedule Change**

(By telegraph to EDITOR & PUBLISHER) CHICAGO, Aug. 4.—Effective July 28 the *Chicago Tribune* announced a revision of its classified advertising rates with the result that Tribune milline rates for running copy are now the lowest since 1920.

Executives of the *Chicago Daily News* also announced a change in contract stipulations and a lowering of classified rates as of Aug. 1 on June 21.

The *Herald and Examiner* recently abolished abbreviations and placed wanted copy on a word basis. Rates were scaled from ten cents a word for single insertions to three cents for multiple insertions.

The *Chicago American* has not changed its rates.

The Tribune's move comes on the heels of recent announcements made by the Tribune of discounts on both general and retail advertising. "Both the large and small advertisers have been considered" said W. E. Donahue, Tribune advertising manager. "Through making possible their greater use of Tribune advertising space, we believe they will be in a position to increase sales volume and profits."

An innovation in classified advertising rate schedules is the introduction of discounts from the regular contract rates for running copy in the Tribune. These discounts apply on orders of ten lines or more for two to seven insertions in a single week and vary according to the linage used per insertion. Discounts as high as 23 cents per line in the Daily Tribune and 25 cents per line in the Sunday Tribune may be earned on 305 agate lines—a full column inserted for seven consecutive days. Voluntary advertisers also receive discounts on running copy.

The former rates for Tribune classified advertising under contract were:

Three lines per day through one year—daily, 67c.; Sunday, \$1.  
3,500 lines in a year—daily, 73c.; Sunday, \$1.12.

The new classified contract rates are:  
300 lines in a 60-day period—daily, 65c.; Sunday, \$1.  
1,000 lines in one year—daily, 60c.; Sunday, 95c.  
5,000 lines in one year—daily, 53c.; Sunday, 85c.

Four lines per day throughout one year—daily, 53c.; Sunday, 85c.

The Daily News declined to discuss revision details.

## CALIFORNIA PRESS ELECTS

**Friend Richardson Chosen Again as Head of Coast Group**

(Special to EDITOR & PUBLISHER) LOS ANGELES, July 30.—Friend W. Richardson, former Governor of California, was re-elected president of the California Press Association at the annual election held today. The gathering of the association was at the Hayward Hotel, following the opening ceremony of the Olympic Games.

Other officers chosen were Justus F. Craemer, president of the National Editorial Association, and publisher of the *Orange Daily News*, vice-president; Harry Lutgens, *San Rafael Independent*, secretary, and Louis Meyer, *Oakdale Leader*, treasurer.

Members of the executive committee are: B. F. Mackinder, *St. Helena Star*; D. J. Reese, *Ventura Free Press*; Will F. Blake, *Gilroy Advocate*; W. A. Shepard, *Auburn Herald*; Lloyd E. Tiernan, *Barstow Printer*; G. G. Radcliff, *Watsonville Pajonian*; Paul W. Moore, *Redlands Facts*; Clarke F. Waite, *San Pedro News-Pilot*, and J. E. Olmsted, *Petaluma Argus*.

The California Press Association group joined the National Editorial Association convention Wednesday, July 27 and accompanied it on its tour. No business of any nature, other than the election of officers, was considered.

## HARPER REJOINS AGE-HERALD

The cartoons of Harold H. Harper are again appearing in the *Birmingham Age-Herald*, with which he was associated for a number of years. He has returned to Birmingham after a period as cartoonist of the *Mobile Register* previous to its merger with the *Mobile Press*.

## NEWS MEN CRITICIZED BY PREMIER BENNETT

**Interview With Canadian Official Brings Diatribe on How Imperial Conference Was Being Reported**

(By telegraph to EDITOR & PUBLISHER) HOUSE OF COMMONS, OTTAWA, ONT., Aug. 3.—One hundred and fifty newspapermen, accredited special correspondents to the Imperial Economic Conference, had their first encounter with Premier R. B. Bennett since the conference opening at the Tuesday night meeting of the correspondents. An officer of the conference, the Hon. Dr. Manion, who acts as intermediary between the conference and the press, announced he had persuaded the Premier to "meet the boys" at the evening session.

As the correspondents had subsisted for nearly a fortnight on mere handouts describing how committees met, discussed certain subjects and decided to meet again, they looked forward to meeting the Prime Minister with anticipation.

Premier Bennett, looking the picture of satisfaction, stood between the curtains of the doorway communicating with the speaker's retiring room and genially inquired what he could do "to contribute to the gaiety of nations." Then the correspondents were treated to a diatribe on their shortcomings. Acknowledging that he was doing his best to prevent them obtaining news of the discussions in progress and admitting that they had to justify to their editors their presence in Ottawa, he denounced the speculations appearing in the press which sometimes attributed to the delegates a course of action they had not taken.

"Your business is to get news, I know," he said, "but mine is to see that you do not get any that will hamper the negotiations in progress."

"Your business is to find something to write about. Ours is to work for the benefit of the Empire as a whole," he said, hinting that the correspondents probably overestimated the eagerness with which the public was waiting to buy their newspapers to read their daily news.

The correspondents bombarded him with questions most of which he skillfully and diplomatically side-stepped.

## 3 NEWSPAPERS SUSPEND

**Wage Disagreement at Butte and Anaconda, Mont., Is Cause**

A wage disagreement between Butte, Mont., newspaper publishers and proprietors of job printing shops on the one hand and printers on the other, resulted Aug. 1 in a suspension of the two daily newspapers in Butte and one in Anaconda, as well as half a dozen job printing shops.

The basic wage scale for printers was \$8.50 for night shifts of 7½ hours and \$8 for day shifts of the same number of hours. The printers insisted on maintaining the scale, and proposed a shorter working day. The publishers and job shop proprietors called for a reduction of \$1 a shift in the basic wage.

Negotiations had been in progress for several weeks, but they had ceased Aug. 1, and no further conferences were scheduled. The newspapers suspending publication were the *Montana Standard*, the *Butte Post* and the *Anaconda Standard*.

Only the typographical union was involved in the disagreement with the employers.

## MARKS 50TH ANNIVERSARY

**Fred L. Rentz Has Been With New Castle News Half a Century**

Fred L. Rentz, president and managing editor of the *New Castle* (Pa.) *News*, marked his 50th anniversary of service with his newspaper last week.



FRED L. RENTZ

In a special edition of the *News* gotten out for the occasion, President Hoover expressed his felicitations to the publisher. Other messages of congratulation from hundreds of newspapermen and friends, were printed, together with a complete biography occupying more than a full page.

A son of poor parents, Mr. Rentz began learning the printer's trade on the *News* when he was very young. Some time later he was made foreman of the paper. He was made manager of the *News* in 1896 and since that time has seen the paper prosper as the community grew. His industry and zeal are held largely accountable for the strides the paper has made.

The *News'* office lobby was a bower of flowers on Mr. Rentz's anniversary. In the evening there was a dinner at his home followed by an informal open house.

## REEDER AGENCY LIQUIDATING

**Publishers in Foreign Countries to Lose in Assignment**

Assets of G. Allen Reeder, Inc., New York, foreign advertising agency, are being liquidated by Joseph W. Burg, of the American Newspaper Publishers Association, to whom a general assignment was recently made for the benefit of creditors. Because the Reeder business was placed in Latin-American and Far Eastern publications, the checking of accounts is a slow process, and Mr. Burg said this week it would be another thirty days before a statement of liabilities and assets could be made. However, it is reported the liabilities will be well above \$100,000. Most of the loss will probably fall on the publishers who carried advertising placed by the agency.

Large shrinkage in linage of foreign advertising placed this year is held responsible for the agency's difficulties. Two other agencies doing foreign business, G. Howard Harmon, Inc., and the Millsco Agency, Inc., both of New York, were closed earlier this year.

## KIMBERLY-CLARK IS HOST

**Entertains 115 Newspaper and Magazine Men at Party**

The Kimberly-Clark Company was host to 115 newspaper and magazine executives at a party held at the Queens Valley Golf Club, Aug. 3. Golf was played despite rain, and prizes were awarded to the following:

Low gross, 36 holes, Paul Maynard, *Christian Herald*; low gross, 18 holes, Ed Ahern, *New York Times*; low net, 36 holes, John Sudarsky, *Hartford Courant*; low net, 18 holes, Henry Williams, Art Gravure Corporation; high gross, 36 holes, Eric Pane, *Waterbury* (Conn.) *Republican*; high gross, 18 holes, Porter Carruthers; longest distance, John Coffin, Hearst organization; "early bird," R. C. Wadsworth, Lane Bryant, Inc. The "first starters" were Marvin Pierce, McCall Corporation, and Al Cole, *Popular Science Magazine*. The "kicker's handicap" prize went to R. C. Canfield, of Wise, Whitney & Parker, and W. D. Merriam, Motion Picture Publications.

## JOHN F. COLE RESIGNS

John F. Cole, for the past two years advertising manager of the *Buffalo* (N. Y.) *Times*, resigned Aug. 1. His successor has not been named.

## MINNEAPOLIS POLICE SUPPRESS WEEKLY

**Issue of Public Press Confiscated When It Reappears Again After Being Suppressed a Year Ago—Injunction Sought**

(Special to EDITOR & PUBLISHER) MINNEAPOLIS, Minn., Aug. 2.—Police for the second time have silenced the *Public Press*, weekly newspaper here, published and edited by Arthur Kasherman. Acting under orders of Superintendent of Police William J. Meehan they confiscated the paper as it reappeared on the streets July 28 for the first time since Kasherman was forced to cease publication more than a year ago.

Newspaper boys selling the paper were taken to police headquarters and told they would receive jail sentences if they tried to make further sales.

Editor Kasherman has applied in Hennepin county district court for an order to restrain the police from interference with the sale of the paper. His application for an order against County Attorney Ed J. Goff, Superintendent Meehan, and Mayor William A. Anderson was taken under advisement by Judge Paul W. Guilford today. Judge Guilford's decision will not be known for a few days.

Objection to circulation of the paper was ostensibly based on the leading story, which aired the recent shooting of a man by a policeman in a row over a girl who accompanied them on a drinking party. This story had previously received wide publicity in the daily newspapers.

Under large, black-faced headlines reading "Inside Story of Cop's Shooting of Rival in Illicit Love Affair of Society Girl Tramp" the paper told details of the story which supposedly were omitted or overlooked by the dailies.

A second set of bold-faced headlines on the back page read: "Finance Company Head Claims Perjury Case 'Fixed' With County Attorney." This story charged trickery and misrepresentation on the part of the county attorney's office in the admitting of Max J. Newman to probation. Since the appearance of the paper Newman has been taken off probation and again faces the charge of perjury.

The paper also gave a list of reputed vice resorts allegedly receiving police protection, and called on the authorities to see that they were closed up.

Kasherman charges that in confiscation of his paper he is being made the victim of police persecution. He points out that two other newspapers of a similar character to the *Public Press* are being allowed to circulate. These two are *The Brevities*, published by the former police reporter of one of the dailies, and *The Pink Sheet*, edited by Howard A. Guilford, at one time an editor of *The Saturday Press* which was closed under the now overthrown Minnesota "gag" law.

Kasherman says he first won police enmity when he appeared in an inquiry into police graft and vice protection more than four years ago.

County Attorney Goff points out that the Minneapolis police have the legal power to refuse to permit circulation of the *Public Press* under an old ordinance which says that newspapers cannot be sold on the streets. Mr. Goff says that under this provision the police can control the street boys and keep them from handling objectionable publications.

The *Public Press* was first ordered confiscated in May last year by the then mayor, William Kunze. The edition confiscated at that time contained an attack on the administration of Kunze, who was a candidate for reelection. Kasherman, who was also running for the office of mayor, and Kunze were both defeated, and Kasherman's appeal for an injunction against police seizure of his paper was denied. Kasherman then appealed to the new mayor, William A. Anderson, who said that he had no objection to publication of the *Public Press*.

## U. S. NEWS MAN TELLS EXPERIENCES DURING SIAMESE COUP D'ETAT

Strict Censorship and Clogged Cables Retarded Flow of News To World Press—Soldiers Visited Offices of Bangkok Daily Mail

By EARL KUDELL  
Assistant Editor, Bangkok Daily Mail

BANGKOK, SIAM, July 3.—While every large newspaper agency in the world was flashing cables to Bangkok during the coup d'etat there in late June, pleading and exhorting for news of what had happened, two lone American newspaper men were striving to get out their 20-page tabloid, overcome the objections of censors, and respond to the worldwide requests.

The tabloid, the *Bangkok Daily Mail*, which is operated on the American plan, is the largest English-language newspaper in the kingdom, competing with two British newspapers and a score of vernaculars. Formerly it was under British operation but five years ago it was turned over to Americans and the change proved so profitable to its Siamese owners that it has remained under control of men from the United States.

The news broke in the Daily Mail office shortly before 10 o'clock in the morning, almost an hour after the staff had settled down in their rickety chairs for the day's routine of news, and six hours after the revolt occurred.

When a brown-skinned reporter dashed into the office shouting things in his native tongue we knew something extraordinary had occurred, for the Siamese seldom rush. We learned in a few minutes that the Throne Hall was an armed camp, the palaces were surrounded by the military, that the princes were being rounded up, and that the Prince of Nagor Svarga had been taken from his bed in his night clothes and was being held captive. The latter was the prince regent and the mightiest man in the country next to the king.

At first we were skeptical of this report, but the general truth of it was confirmed a short time later when a heavy tramping on the stairs leading up to the editorial department caused us to look up. A squad of soldiers walked into the room, rested rifle butts on the floor, and lay down a paper on which Siamese characters appeared. A revolutionary manifesto, citing wrongs of the government and telling the aims of the new régime. How soon could we print it? We looked at the gleaming bayonets and noted the commanding attitude of the intruders. Yes, we could have it printed in two hours—other things could wait.

Throughout the day the city was so calm that it was difficult to believe that trickle of rumors, reports and occasional confirmed facts that we received. The business district was conducting its everyday trade in the usual manner. Coolies plodded with their burdens on New Road under a scorching sun just as on the day before. Lepers lay on the sidewalk whining for alms, naked children scampered about, Siamese squatted on the curb resting, while those in the dark stalls spat betel nut juice and disclosed the ordinary lethargy of spirit and movement.

It was not until noon that we had enough reliable facts to send out our first cables. Even then only the obvious could be told for there was no place where reliable information could be obtained. Provisional headquarters of the revolt, established at the magnificent marble Throne Hall, was the only source of facts, and only leaders could get through the three lines of troops that surrounded it. Nevertheless, we sent out cables again that night, followed them up with others early the next morning, and again at noon. It was not until then that we suspected that our cables were not getting through.

We had feared this from the start and had thought of giving our messages to a departing ship so that it could broadcast the information when it got to sea,

but an order holding up all traffic temporarily had balked this move. We had been assured at the telegraph office that messages would not be held up.

All during the second day flashes came in from news agencies indicating that our cables were not being received. We were so busy with other tasks concerned with our paper that we hardly had time to give these consideration, but when we did we learned that the censors were unable to keep up with the flood of messages and all outgoing cables were being held up for 24 hours.

Late on the second day we gained admittance to the Throne Hall for the first time and thereafter expedited our cables, for we took them direct to the censor and got his stamp of approval before taking them to the telegraph office.

The censorship was not severe, and was chiefly aimed at inaccuracy. But it was firm. We had been served with a manifesto at the very start declaring that the Daily Mail, as well as other papers, must print nothing until it had been approved. We soon learned that no violation of this rule would be permitted.

While we were busily working on the day after the coup d'etat, a squad of soldiers came up to the editorial department and deployed among the staff in a grim and ominous manner. Glancing through the window, we saw three soldiers stationed at intervals across the street with their eyes on our building. Three or four more were stationed at each of the two entrances to the building. Bayonets gleamed everywhere. We were surrounded.

After a brief conversation they led away the manager of our vernacular edition, placed him in a troop truck and drove him to provisional headquarters. We learned that he had printed something in violation of the censorship rule, but he was released several hours later with a warning.

Quite a bit of time and red tape was involved in getting our cables approved by the censor at the Throne Hall. The chief censor had the typical kindness of the Siamese but he was conscientious. He did not understand English perfectly and when he came to words or phrases which he did not understand he became doubtful.

"... acted with utmost sanity..." ended a message, in referring to the Peoples' Party. He did not like that. What did it mean?

"Why that means sanity, not insane... see, sane... it means you have good sense—why, that's in your favor." That would satisfy him and he would go on, but in a few minutes we would again have to explain in much the same simple way.

All the newspapers submitted to the censorship with good grace, but at the end of the first week when it was still enforced, mild criticism started.

### HOLCOMBE BUYS WEEKLY

A. R. Holcombe, former managing editor, *New York Herald Tribune*, has purchased the *Berlin Times*, a weekly newspaper published at Berlin, Worcester County, Md., and the first issue under his charge appeared Aug. 4. The property was bought from James E. Byrd, editor and publisher of the *Marylander and Herald*, at Princess Anne, Md.

### BUTLER JOINS AMERICAN

William R. Butler, for many years of the local advertising staff of the *New York Evening Post*, has joined the local advertising staff of the *New York American*.

### LONDON EXECUTIVE SAILS

Haigh Hellyer, advertisement manager of the *London (England) News & Chronicle*, and Mrs. Hellyer, who had been visiting in New York, left for home on the Majestic, July 29.

## LIBEL IN HEADLINES DISCUSSED BY JUDGE

Heads Separated From Main Story Are Not Separate Causes For Action New York Jurist Rules

An opinion handed down this week by Justice William Harman Black of New York County Supreme Court, dwelling at large on the matter of headlines in an action for libel, favored the *New York Daily Mirror*. That newspaper is being sued by a woman who says she is the Princess Anastasia of Russia.

The complaint, which seeks \$500,000 damages, alleges four cases of action. The first three arise out of an alleged libel published on March 29, 1930. The fourth is based on an article which was published on March 31, 1930. The fourth cause was not attacked in this week's proceedings.

"Plaintiff claims that she was libeled," Justice Black's decision stated, "by reason of the headline on the front page of defendant's newspaper by publishing in the headline 'Deport Anastasia as a Royal Fraud.' The news in explanation of this statement is not on this page. This is constituted the first cause."

"The second cause is predicated upon a headline which reads 'Anastasia, Bogus Princess, Faces Deportation After Fooling Many.' This headline is followed by the news item.

"The third cause of action includes both the matter alleged in the first two causes of action. The plaintiff does not seek damages for each libel separately and independently, but damages are claimed in a sum to cover four causes of action.

"The court on a motion of this kind is reluctant to strike out matters in a pleading except where it appears that a party will be prejudiced thereby or that it will tend to embarrass or delay a fair trial. The theory of the plaintiff is that the headlines are separate causes of action.

"The defendant contends the opposite; that the headline constitutes a part and parcel of the publication for which plaintiff now seeks damages.

"It seems to me that the headlines constitute a part and parcel of the entire article, and cannot be separated so as to seek damages on each count. It is true that a recovery may be had where a headline is libelous, but the story is not, or vice versa.

"In the instant case there is but one libelous publication, and though the headline would seem to aggravate the article or story, there can be but one recovery on the entire publication.

"Motion is granted to the extent of striking out the paragraphs constituting the first and second causes of action."

### FOREIGN PRESS CURBED

The Yugoslav Government, has created a monopoly for the importation of foreign newspapers, which has been placed in the hands of the official news agency, Avala, a cable to the *New York Times* from Belgrade July 30 said. The government's action will enable the dictatorship to control, in addition to all Yugoslav papers which are now subject to censorship, all foreign newspapers accessible to the Yugoslav public.

### LIBEL SUIT DISMISSED

A \$50,000 libel suit against William Dawson, Jr., editor of the *Uncensored News*, Madison Wis., weekly, by Walter Melchior, New London, Wis., has been dismissed by stipulation.

### LONGAN RETURNS

George B. Longan, president and general manager, *Kansas City Star*, has returned after a vacation in Colorado.

## N.E.A. TOUR ENDS WITH VISIT TO OLYMPICS

Many Cities Entertain Editors—Will Rogers' Wisecrack On Eating Arouses Resentment of Delegates

(Special to EDITOR & PUBLISHER)

LOS ANGELES, CAL., July 30.—Bringing to a close the forty-seventh annual convention of the National Editorial Association, the 300 delegates attended the Olympic Games opening ceremonies at Olympic Stadium this afternoon, following an extensive tour of southern California that started immediately after the close of the business sessions Tuesday.

Wednesday, July 27, the delegation left Los Angeles for Orange county. Arriving at Fullerton they detoured and toured the county by automobiles, visiting fruit orchards, packing plants, Orange County Park, the beaches, and San Capistrano Mission. They had luncheon as guests of Orange county.

Leaving San Juan Capistrano Mission they journeyed by train to San Diego and thence to Agua Caliente below the border, where they had dinner and spent the night.

Thursday, July 28, the editors returned that morning to San Diego where they were the guests of the San Diego Chamber of Commerce. While in the city they witnessed an Army and Navy Massed Air Review at 11 a.m. staged for their special benefit and at noon had luncheon as the guests of the United States Navy at North Island. Following inspection of the fleet they left for Riverside where they had dinner at Mission Inn as guests of the Riverside Chamber of Commerce.

Spending the night at Mission Inn the editors departed Friday morning for Fontana where they had breakfast as guests of the Fontana Chamber of Commerce. John Steven McGroarty, "poet laureate of California," and feature writer of the *Los Angeles Sunday Times* with United States Senator Shortridge, greeted the publishers.

Other stops made during the day included San Bernardino, Colton and Redlands. A trout luncheon was served at Mill Creek Canyon. A barbecued dinner was had at Lake Arrowhead. Horned-toad racing, once a popular Indian sport, was a feature of the entertainment. They returned to Mission Inn for the night.

Saturday morning, July 30, the delegation left for Claremont where they were entertained by Claremont College and the community. From there they journeyed to Los Angeles and made a morning visit to the University of Southern California for luncheon.

The only rift in the tour of southern California was occasioned by a wisecrack of Will Rogers. The Beverly Hills columnist, in referring to the editors, said they were "eating their way through California."

Friend W. Richardson, former governor of California and president of the California Press Association, in a formal speech at Riverside, said the group "resented" Rogers' quip.

"If there have been a lot of free meals," Richardson said, "I've missed them. I've been with the party through most of the state and have paid for most of my meals."

Mr. Rogers' offending remarks made no specific mention to "free meals," though it was so interpreted by those taking issue with his humor. Newspaper stories, which Rogers depends upon largely for his comments, did run largely to accounts of the delegations' stops in various cities for breakfast, luncheon and dinner.

### O. E. LYONS JOINS DAILY

Owen E. Lyons, for some years with Arthur Towell, Inc., Madison, Wis., advertising agency, has been appointed advertising and merchandising manager of the *Wisconsin Rapids (Wis.) Daily Tribune*, by Publisher Will Huffman, effective Aug. 1.





## Natural Demand for this Newspaper



**A**CCURACY, thoroughness and moderation have built one of America's great newspapers here in Philadelphia.

From an humble 6,000 circulation in 1895—the smallest of thirteen Philadelphia newspapers—The Evening Bulletin has grown carefully and solidly to a place in nearly every home.

For thirty-seven years, it has appealed to those who wanted a fine newspaper. Premiums or contests had no part in its growth.

Its 535,675 net paid daily (June, 1932 average) represents the natural, free-will demand of the people for this newspaper.

A circulation two and one-half times greater than any other Philadelphia evening newspaper, greater than all morning newspapers combined.

has built a circulation which reaches nearly every Home.



\*Among Philadelphia's Highest Income Families  
 Incomes of \$10,000 and over (Urban Area) . . . 12,448  
 Bulletin readers in this group . . . 11,755  
 Coverage in per cent. . . . . **94.43%**  
 Incomes of \$10,000 and over (Urban and Suburban Area) . . . . . 19,978  
 Bulletin readers in this group . . . . . 16,545  
 Coverage in per cent . . . . . **82.82%**

Figures from Philadelphia Newspaper Reader Survey, compiled by American Assn. of Advertising Agencies.  
 Write for complete information on income groups and newspaper coverage, as revealed by this survey

A circulation which is all-inclusive, reaching alike every exclusive suburb, as well as city homes.

A circulation which parallels sales opportunities, for The Bulletin's coverage is greatest in the higher income groups.\*

A circulation which is concentrated in the area of greatest sales: 93% of it in city and suburbs.

A circulation which has been tested by advertisers: The Bulletin carries more individual store advertisements than all other Philadelphia newspapers, morning and evening, daily and Sunday, combined.

And the advertising cost of this *one-newspaper* coverage of Philadelphia's billion dollar market is one of the lowest in America.

# THE EVENING BULLETIN

ROBERT McLEAN, President

WILLIAM L. McLEAN, Jr., Vice President & Treasurer

## PHILADELPHIA

NEW YORK, 247 Park Ave. • CHICAGO, 333 N. Michigan Ave. • DETROIT, 321 Lafayette Blvd. • SAN FRANCISCO, 5 Third St.

# TRADEMARK IS DENIED PULITZER PLATFORM; U. S. LAW EXPLAINED

Patent Office Holds Matter Is Subject to Copyright But Has No Trademark Significance—Many Registrations By Newspapers in Past Few Years

By **GEORGE H. MANNING**  
Washington Correspondent, Editor & Publisher

WASHINGTON, Aug. 1—Liberal regard for the existing code of law is a fundamental prerequisite in interpreting legislation on the subject of trademarks in such a way as to permit the registration of newspaper names and the titles of regular published features, in the opinion of Commissioner Thomas E. Robertson of the Patent Office.

The practice of registering as trademarks the titles of newspaper columns on sports, theatrical opinions, political comment, and personal observation has spread remarkably in recent years, keeping step with the increased popularity of such features until at the present time several thousand newspaper registrations are on record.

Refusal of the Patent Office last week to grant trademark protection to the code of ethics prepared by the late Joseph Pulitzer for the *St. Louis Post-Dispatch* and the former *New York World* has focused attention on the extent of this practice. The case of the Pulitzer statement typified the desire to invoke the fullest measure of Federal protection for news features which are particularly distinctive or have measurable sales value.

The patent Office decision upheld a decision of the examiner of trademarks refusing registration of the Pulitzer platform on the ground that it is "wholly lacking in trademark significance." The ruling said, however, that the matter "may have been entitled to protection under our copyright law as a literary production."

The platform, which is familiar to newspapermen throughout the country and which for years has been carried in the *Post-Dispatch* and, before its demise, in the *New York World*, reads:

"I know that my retirement will make no difference in its cardinal principles; that it will always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news; always be drastically independent; never be afraid to attack wrong, whether by predatory plutocracy, or predatory poverty."

The intent of the trademark law until a relatively short time ago had been regarded, in most cases, as applying to tangible commodities dealt with in interstate commerce, according to Commissioner Robertson, who is the father of Nathan W. Robertson of the Washington bureau of the Associated Press. Since the establishment of the Court of Customs and Patents Appeals three years ago, the commissioner related, an essentially more broad-minded view has been taken. Even more profound changes are in prospect, since a measure now pending in the House would make possible the trademarking of intangible commodities such as professional services.

Frequently, the Patent Office is forced to "stretch a point here and there" in order to grant applications for certain types of titles of magazines and newspapers. A desire to promote any commendable educational venture has prompted such action on many cases, Commissioner Robertson added, and the Patent Office aspires to take a stand in regard to newspapers and magazines similar to that taken by the Post Office Department in according preferential treatment whenever consistent with the law.

Altogether, titles of cartoons, names of publications, and identifying heads or

titles of columns and similar published features which are trademarked number nearly 6,000. The practice has been in vogue for "a great many years" but only in the past 10 or 12 years has there been a general desire to take advantage of this sort of protection.

Trademarked cartoon titles often are registered by the publisher or syndicate distributing this sort of newspaper feature, although in many outstanding instances the artist personally registers the titles of his efforts. While titles, such as "Mr. and Mrs.," may be protected by a trademark, the individual figures in cartoons, "Jo" and "Vi" in this case, cannot be registered in this fashion. Only copyright protection is available for the characters drawn by newspaper cartoonists.

Registration of names of newspapers calls for the most liberal construction of the law, in view of the limited number of commonly-used names available. The distinctive feature required to make a title eligible for trademark registration frequently is provided by the name of the place of publication.

Effects of this liberality would not be practical, however, were it not for the generally-discriminating reading habits of newspaper subscribers and purchasers.

"For many years we had felt there was sufficient difference between the various types of canned products so that the same trade name could be used effectively on different articles," Commissioner Robertson observed. "It was considered proper, for example, to permit two different packers to use the name 'Eureka' for corn and salmon, because there was sufficient distinction between the nature of the products."

"This theory had to be abandoned as the result of a court decision which held that all articles sold in a grocery store are liable to be confused. There is a difference, however, in the newspaper and magazine field.

"It is perfectly proper to trademark a paper called the 'Sun' for two or three different publishers if there are other minor features which serve to distinguish the papers. The use of the name 'Chicago' or 'Philadelphia' often serves this purpose, although under the law it is not permissible to trademark geographical names alone."

Difficulty may be encountered in the effort to trademark the name of an author which may have considerable intrinsic value because of the individual's fame and popularity. The law prohibits the registration merely of a printed name, although a facsimile signature or some distinctive design em-

bodying the name may be protected. An author's name in connection with his photograph can be trademarked.

Trademarks are construed as performing only one primary function, that of indicating the ownership or origin of the "goods." The title of a book or story cannot be registered as a trademark for the reason that it is not a type of commodity sold in trade, but represents a single item which is protected through the copyright covering the material represented by the title. Titles of recurrent articles differ in that they represent more or less a series of commodities.

Proof of prior use gives a certain amount of protection to the author of a title used for recurrent publication, but in recent years there has been, according to Patent Office officials, a growing realization that the document of registration automatically places the burden of providing a prior right upon the individual or firm which attempts to discredit the owner of a registered trademark.

The case involving the Pulitzer "platform" was not particularly outstanding, in the opinion of the Patent Office, although it attracted widespread interest because of the fame and ideals of the author and the inherent prominence of the applicant for registration.

## N. Y. REPORTERS MARRY

Frank Emery, *Brooklyn Daily Eagle* reporter, and Helen Touvim, formerly of the *Eagle* and now with the *New York Sun* staff, were married in Brooklyn this week. The *Eagle* staff was host to Mr. Emery at a "send-off" party in the editorial rooms July 30.

## RADIO DISPUTE ENDS

Williamsport Dailies and Local Station Make Agreement

(Special to EDITOR & PUBLISHER)

WASHINGTON, Aug. 1—A private agreement in the controversy which had reached the Court of Appeals of the District of Columbia was approved by the Federal Radio Commission July 29 and cleared the way for the *Williamsport* (Pa.) *Sun* and *Gazette & Bulletin* to enter the broadcasting field this fall. George E. Graff is president of the dailies.

Under the terms of the understanding, Station WRAK of Williamsport will continue to operate full time on the 1370-kilocycle channel until the Sun-Gazette company station is ready to begin operation. Upon completion of the new transmitter, the papers will share time with WRAK.

Clarence R. Cummins of WRAK agreed, as part of the understanding, to abandon his appeal from the decision of the Commission reducing his time of operation. In ratifying the agreement, the Commission finally approved the Sun-Gazette application for a construction permit which had been granted some time ago, then reconsidered on Cummins' protest, and set for hearing, while WRAK was granted a modification of its license until Nov. 1, when the Sun-Gazette station is expected to be ready to go on the air.

Principals in the controversy will attempt to reach a further agreement through continued private negotiations in regard to the allotment of time after the newspapers' station is ready for service.

Worcester, Massachusetts.

# ONE Medium Covers The Entire WORCESTER MARKET

**93%** of all newspaper buyers in the city of Worcester buy the Telegram or Gazette.

**85%** of all families in Worcester and throughout the average 18-mile suburban trading area who regularly, every day receive in their homes a Worcester newspaper, read the Telegram or Gazette in their homes SIX DAYS EVERY WEEK.

During the ten years 1922-1931 inclusive the circulation GAIN of the Telegram and Gazette was greater than the ENTIRE present circulation of Worcester's other newspaper.

Not a dozen newspapers in competitive fields throughout the United States so thoroughly cover their respective fields as the Telegram-Gazette covers the rich, responsive Worcester Market.

## \$224,000,000 IS SPENT AT RETAIL EVERY YEAR

By the buyers of this densely populated area which numbers 433,000 people within an average 18-mile radius of Worcester's city hall.

High standards of living prevail in both the city and the suburbs — 50.39% of these families own their own homes; 46.90% own radios; 55.55% have residence telephones; 20.22% own electric washers; 61.97% have savings accounts; 45.68% own pianos.

One key — the Telegram-Gazette — opens to advertisers the doors of both the Worcester City and Suburban Market. No other medium, or combination of media, can add materially to the Worcester Market coverage already enjoyed by the Telegram-Gazette advertiser.

Average Net Paid Circulation for More than Four Years

OVER 100,000 DAILY\* OVER 53,000 SUNDAY\*\*

\*No other Worcester daily has one-third as much.

\*\*The Sunday Telegram is alone in its field.

# THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

**282,632**

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

JULY, 1932

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of July, 1932, was 184,890.

Everything in Baltimore  
Revolves Around

THE  SUN  
Morning Evening Sunday





# PRICE ADVERTISING

## HAS LOST MUCH OF ITS LURE

People now look on lower prices as an established matter of fact condition. Once again they seek that something extra—some real lure to buying. It may be improved design, exclusive style, exotic origin—anything that sets a product apart and gives the purchaser a fresh thrill. Consumers today are looking for the very features in merchandise that rotogravure is ideally fitted to present.

### Kimberly-Clark Corporation

Established 1872 NEENAH, WIS.  
 NEW YORK 122 E. 42nd Street  
 CHICAGO 8 S. Michigan Avenue  
 LOS ANGELES 510 W. Sixth Street

\$10 \$12.50  
 1932 registered  
 ALLIED WOODS  
 \$4.85

SILK DRESS  
 made to sell up to 29.75

Price! Far Below  
 Lamps  
 Far Below Maker's Cost

WIN  
 At This Very Low Price  
 \$24.95

*Here's an example  
of a selling lure*



This illustration, reproduced by rotogravure, is an example of that something different—here a foreign spirit—that leads to sales. Selling lures like this can not be created by mere words and so present conditions make this a day for rotogravure. Reader interest in rotogravure and the high visibility of modest space make it the economical medium. Show your prospects some layouts on their products. Pictures for nearly every sales feature can be found in a Kimberly-Clark Rotogravure Photo Service Catalog. Use the lure of attractive layouts in selling your space. That's a way to increase lineage.

**Kimberly-Clark Corporation**

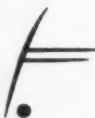
Established 1872

NEENAH, WIS.

NEW YORK  
122 E. 42nd Street

CHICAGO  
8 S. Michigan Avenue

LOS ANGELES  
510 W. Sixth Street



Rotoplate is a perfect paper for rotogravure printing and is manufactured by Kimberly-Clark Corporation for most papers publishing rotogravure sections in North America.



## EACH STORE HAS DIFFERENT TASK IN APPRAISING CIRCULATIONS

Advertiser May Get Measure of Potential Value in a Newspaper's Audience by Studying Its Areas of Direct and Delayed Returns

By HOMER S. CURTIS  
Newspaper Analyst and Retail Sales Consultant

(This is the second article of a series by Mr. Curtis.)

ONE of the unexplained mysteries of the retail business is why department stores are so thorough-going in their efforts to get full value for their money in the merchandise they expect to pass on to their customers, while never going to half the trouble to find out the potential value of the newspapers they use and whether or not they are getting all that they should get in the way of returns from the money they spend in advertising. They seem to regard newspaper returns as more or less of a matter of luck.

Any newspaper publisher who assumes that his paper is equally good for each store in his city is wrong. Likewise, any store is wrong in assuming that the mere changing of items and prices, or the use of a little more or a little less white space, for different papers will produce the returns the various papers are potentially able to produce.

The problem goes much deeper than that. The store's stocks and services, as well as appeal, must harmonize with the demands of a particular paper's readers and the attack must synchronize with the editorial policies in force on that paper. And that calls for an analysis of both newspaper and store angles of the situation. Such an analysis, to be complete, should include circulation, editorial (news content), features, want ads, national and local store advertising. We can deal with only one phase in this brief space—circulation.

Every paper has two kinds of circulation—numerical and merchandise. The numerical coverage represents gross circulation and is the basis on which advertising rates are computed, while the merchandise circulation represents that part of the paper's readers which can be counted on to produce, with considerable regularity, returns for the department store advertiser. Furthermore, there are three areas in each paper's circulation—the area of direct returns, the area of delayed returns, and the area of "waste." These will be discussed later.

Since so many merchants are averse to taking a publisher's statement for his circulation, a survey is often called for. And, that it may be unbiased, the publisher is compelled to go to the expense of hiring some outsider to do this particular job. At the same time the usual survey is being made, it is expected that a report will be brought in as to how many subscribers own automobiles and radios and have telephones in their homes. But most of the radios and automobiles are bought on the installment plan and a telephone subscriber will often hang on to his phone even though he may not have enough money in the house to buy milk for the baby.

The marketing end of the survey, when done on a price-line basis, in an attempt to find out what subscribers pay for each line of merchandise as an index to future sales, establishes a false premise and is likely to be out of date by the time the survey is completed and in the hands of the advertiser.

On the other hand, publishers I have met are as inherently honest as any other class of human beings and I would much rather have a statement from a newspaper's own circulation department, broken down along certain specified lines and accompanied by an A.B.C. report as an evidence of good faith, than most ordinary surveys. The reason is that after the editorial (news content) has been broken down and analyzed against six local consumer de-

mand factors, and checked against the circulation statement, one will readily find discrepancies, if there are any of major importance, and come closer to knowing what the actual potential value of the paper is to any certain store than is possible by any other method. (Editorial and news breakdown as it affects the sale of advertised items will be discussed in an early issue.)

The usual newspaper breakdown for circulation is by city and suburban districts, by carrier, dealer, street, newsstand, hotel, commuter and railroad depot, and "foreign" sales; by both actual figures and percentages. To this are frequently added family and income breakdowns, by figures and percentages. Of the value of the latter I am sometimes in doubt because too many folks are still keeping up with Jones.

It was found on the *London* (England) *Evening News* that a much more satisfactory way of rating the families was by classes, as follows: "Class A families are those likely to afford a considerable range of luxuries and to be responsive mainly to the appeal of quality. Class B families may be expected to buy with discrimination but their means restrict their range of luxuries. Class C families are those in poorer circumstances, to whom the price factor is of supreme importance and whose range of purchases is restricted through economic circumstances." After all, those are the only kinds of people there are from a purchasing viewpoint, and the writer has found that these classifications are just as suitable for the American trade as for the English.

At this juncture, the newspaper's own breakdown just about stops, because the newspaper, without the help of the store, can do no more than furnish statistics about its circulation. But, from the standpoint of the department store advertiser, the work has only begun. He wants to know about the merchandise circulation. So, let us proceed from the angle of the individual store.

The next step is to find out the amount of "waste" circulation; that part of the circulation which is of no real value to the individual advertiser. Part of this is to be found out by checking against the various districts of the trading area. And more can be found out by breaking down the different editions of the paper. In many of the larger cities the earlier editions can be largely discarded so far as the average retailer is concerned. In fact, it might be better for both the paper and the retail advertiser if some of them were discontinued. But, as long as so many merchants continue to regard total circulation figures as a criterion of a paper's value, that may be too much to hope for.

After this is done, break down the paper for its area of direct returns; that part of the circulation which the store can depend upon for immediate results. Very often transportation facilities and distance from the store have not as much to do with the area of direct returns as some seem to think. More important is the merchandise harmony of the store as related to the needs of the paper's subscribers in conjunction with possible purchasing power and habits.

Next comes the area of delayed returns; that part of the circulation beyond the area of direct returns which is of value for non-comparative price advertising, store-wide events, long-term features, institutional advertising, and advertising devised for certain special purposes.

In considering the area of delayed returns do not make the mistake of thinking that any offerings on which

### CORRECTION

IN July 23rd issue of EDITOR & PUBLISHER, in the Circulations and Rates tabulation, page 45, a typographical error made the circulation of the *Philadelphia Record*, Sunday issue, read "19,562." The correct circulation figure for the *Philadelphia Record* is 192,562, A.B.C. for the six months ending March 31, 1932.—Editor.

immediate results are not expected are delayed returns merchandise. Delayed returns goods consist, generally, of non-sex goods, some men's goods and a fairly large range of goods adapted to family and household uses. Here, again, natural consumer demand plays a large part in the deductions.

The breakdowns should next show the circulation areas at present either producing or not producing appreciable numbers of store customers. Of course, some store figures will have to be used in this part of the analysis. The breakdown, analyzed in conjunction with store statistics, will tell the advertiser whether or not his store is getting all of the business it should out of certain areas, whether some areas are worth special promotion effort, and, more especially, whether or not the store is in a position to properly serve that particular trade.

To these main sections of the analysis could be added community store circulation areas to find out what attack, if any, should be made through the paper in order to bring back trade that may have drifted away and into the community store zones. And there are still others. But these will place the store in a position to arrive at fairly accurate conclusions.

In order that relative potential values may be fairly determined, it is imperative that all the papers a merchant uses be reduced to the same common denominator before judgment is entered for or against one or the other. And a point not to be overlooked in a discussion of various newspaper breakdowns is that both the direct and the delayed returns areas for a paper will be different for different stores. To repeat, no one paper has a 100 per cent circulation for every store or any store, just as no single store can fully satisfy the needs of an entire population.

That circulation figures are not always what they seem is illustrated by the solution of an advertising problem of a store in a city of 325,000 population. The problem, presented by the bankers in charge of affairs, was to reduce the store's advertising appropriation by 31 per cent without hurting the sales—if such a thing were possible.

There were two evening papers in this city; one with a total circulation, or numerical coverage, if you will, of 80,000 and the other with a gross circulation of only 54,000—a circulation difference of 26,000. Analysis showed that the first paper had a direct returns home (merchandise) circulation of only 51,485 while the second paper showed a direct returns carrier circulation of 45,304.

The second paper was one that was not largely used by department stores but the advertising rate was such that 50 per cent more space could be secured for the same money in the smaller paper. The store under consideration catered to a certain class of trade which was, primarily, a direct returns trade, and its merchandise and service policies seemed to synchronize with the reader needs of the smaller paper. Consequently, since there was a difference of only 6,181 in direct returns home (merchandise) circulation between the two papers, and since 50 per cent more space could be bought for the same money in the smaller paper, it seemed only good judgment to dominate in the smaller paper, with a field which had not been industriously cultivated, than to try to compete in space with the other stores in the larger paper. The resulting sales justified the recommendation.

On the other hand, there are just as many instances wherein a store is justified in concentrating almost entirely on the papers with the largest circulations to the practical exclusion of the smaller papers excepting on such occasions as store-wide sales or during the Christmas season. Occasionally, though, these smaller papers have a certain "class" clientele which warrants special handling.

It is true that every paper which is fundamentally sound, and of good circulation, can be made to pay—even in these times. But where there are many papers in a field few merchants can afford to blanket them.

Comment on one bone of contention on the part of both merchants and publishers is reserved for the last. That has to do with duplications of circulations.

The American Association of Advertising Agencies, in its surveys of various cities, makes a special point of duplicating circulations. It should for the reason that most of the copy turned out for national advertisers is the same for all papers on the list. In the nature of national business, it is impossible to write special copy or handle each paper as an individual unit.

In the writer's experience he has found no duplications of importance in local fields. But he has found that the merchants are duplicating themselves by not paying attention to editorial handling and attack, merchandise circulation, synchronization of copy and style with that of the paper, and other factors that make subscribers loyal to the paper or papers of their choice. Even when these several papers go into the same families there is something about each of special appeal or interest to the individual member of the family that takes it home—which is just another powerful argument for a better understanding of newspapers on the part of the merchant.

And still, the merchant goes on duplicating items, duplicating prices, duplicating style, duplicating copy—duplication on every hand—and blaming the papers for duplicating circulation which, from a department store merchandise standpoint, does not actually exist.

In summing up circulation diagnosis, although not all of them are listed in this article for lack of space, there are thirty-six breakdowns, when figured by both numerical totals and percentages, involved in determining the circulation value of a paper to a store. This is striking evidence of the fact that each paper requires an individual diagnosis in order that its merits may be balanced against store merchandise and service proclivities as well as trade characteristics. And it is also easy to see why blanket statistics are often misleading to both merchant and publisher.

### SAYS NEWS FURTHERS AMITY

Furay Holds Unbiased Coverage Promotes World Understanding

The world-wide service of American news agencies in countries that before the war received their world news through government-subsidized agencies reflecting officials' points of view is helping to build up international understanding and goodwill, James H. Furay, vice-president of the United Press, said July 28 in a talk over a National Broadcasting Company network.

"The service thus presented has been a success because the American news agency from the outset scorned to present propaganda or news designed to promote self-interest or nationalistic interest," he said, "and presented to the newspaper readers of the world a statement of news objective and unbiased; it has not had a viewpoint nor an 'axe to grind'; and it has not been 'for' or 'against' any country or nation, any people or race; it has not suppressed the truth in the news."

### CRIST ON VACATION

Harris M. Crist, managing editor of the *Brooklyn Daily Eagle*, left this week for his summer home in Vineyard Haven, Mass.

## BETTER ADVERTISING WILL SELL MORE SPACE, EXPERT DECLARES

Quality Stores Feel Their Announcements Cannot Compete With Blatant Copy of Borderline Firms  
—Imagination Needed

By LOUIS BLUMENSTOCK  
Advertising Consultant, New York

ADVERTISING is not a business tonic that can be bought by the page. It is a highly stimulating remedy, a mixture of many ingredients which must be skillfully prepared and carefully prescribed.

The fact that newspapers spend so much time and effort selling advertising to retailers is evidence that few of them understand its need, power and use.

It should not be necessary to sell advertising in a newspaper or debate its value or question its power. The only point or question or issue involved is the method of using the newspaper.

When thoughts are directed upon methods, there will be better advertising. Better advertising will automatically sell more advertising.

Every business has an individual advertising problem. The chief difficulty which the newspaper staff encounters is the lack of understanding of advertising and its proper application.

The first job of the contact man is to get a clear conception of the aims and purposes of the business and find the points of interest upon which may be developed a clearly defined advertising campaign.

The unfortunate situation confronting advertising in many cities is the fact that the unscrupulous advertiser is by sheer necessity a constant advertiser and the merchant who conducts a legitimate business and has no desire to make misleading advertising statements is not an absolute advertising convert.

The latter type of merchant feels that his claims or statements which present the facts about his business cannot compare with the extravagant claims made by unscrupulous competitors.

This condition is so common that one must assume that the newspaper staff as well as those advertisers are totally lacking in advertising imagination.

The argument to the merchant of the higher type is that he cannot in justice to himself, permit the voice of business (which is the newspaper) to proclaim the virtues of a business unworthy of public acceptance without raising his voice and attracting the readers to his type of business and service.

Dependable statements emanating from reliable sources will gain greater reader respect, and those statements are absolutely essential to prevent the public from getting the idea that the loud shouting advertiser is the representative type of distributor.

The silence of the legitimate business enterprises is harmful to the interests

of a community. The various groups affected by disturbing advertising can enter into more intelligent and constructive campaigns and obtain a decidedly greater proportion of the business volume and also be a greater factor in the increase of this volume.

A chorus of voices of the right kind will make questionable advertisers look bad by comparison. The newspaper is the battleground for business. It is the public stage. It is the Main Street. Business can occupy a front footage on that street by continuous representation. It is essential to every type of business that this be done. The idea can be sold to every merchant from this point of view. Advertising in the newspaper is essential to sound business preservation as well as greater business development.

There are types of businesses that can be treated collectively as far as advertising policies are concerned. We have in each city the fine clothiers, jewelers, better ready-to-wear stores and the higher type of furniture distributors. These businesses can be successfully promoted with small copy to fit their requirements. The size of the space is not as important as the idea incorporated in the advertisement.

Clear, clean, concise messages will cover the needs of many fine establishments that are mentally affected by the apparently overwhelming efforts of the radical advertisers.

The only reason many of these establishments are not in the newspapers is because they are lacking in advertising imagination. They do not know how to sell their goods through the medium of the press. They do not know how interesting their messages could be.

By way of illustration, a fine clothing store in a city of about 100,000 population stopped advertising because, as the proprietor said, "People are not buying fine clothes—they have no money—they're buying cheap, shoddy suits for \$11." The answer to this man was—"Why don't you tell them what fine clothes may be purchased today for \$35 and upward?"

This dealer accepted the suggestion and the copy was prepared with the result that his 1932 figures instead of running 15 and 20 per cent below 1931, started going ahead with the same percentage of increase. That's a difference of almost 50 per cent in volume. He uses small space and convinces men that they can afford to buy better clothes and they are doing so.

A fine jewelry store had no advertising ideas. The fact that sterling silver is so low that it costs but little

more than plated ware and that platinum went from \$140 per ounce to \$40 per ounce because the Russian government was compelled to dispose of its holdings of that precious metal, did not bring to the jeweler's mind the desire to exploit these advantageous buying conditions in the newspaper.

We are missing great opportunities in business because we have failed properly to present the unusually interesting merchandising conditions. A platinum ring set with diamonds for \$50 is an extraordinary announcement by a reputable establishment. Because it happens to be a general condition, very few have grasped its advertising importance.

If minds were centered on methods, they would be searching for advertising material, for ideas, for outstanding facts which if advertised, would result in substantial business increases.

There has never been a time when business needed sound constructive advertising more than it does today. And we have never witnessed a period that provided such abundant material for advertising purposes.

Knowing what to say and how to say it is the entire crux of the newspaper advertising problem. The retailers give striking evidence of being woefully ignorant on that subject. The newspapers can well afford to supply them with the education they need but first they must educate themselves. They must have a better conception of the commodity which they are manufacturing and selling. They cannot be unconcerned with the manner and methods of its use. That's all there is to advertising. Pages do not sell goods—words will.

### SIGNS MUST PAY TAX

(Special to EDITOR & PUBLISHER)

WASHINGTON, Aug. 1.—The Bureau of Internal Revenue has ruled that electrical energy used in outdoor advertising is subject to the 3 per cent federal tax. Outdoor advertising was classified as a commercial operation.

### STATE PRINTERS MEET

#### N. Y. Group Backs Move to Limit Use of Word "Union"

A move to prevent the use of the word "union" as a trademark in such a way as to deceive the public was made by delegates to the New York State Allied Printing Trades Council at their convention in Glens Falls last week. Plans were made for investigating whether firms using the word "union" in their corporate titles can do so legally.

The council considered a resolution urging virtual banishment of advertising over the radio. Following the discussion on the motion, in the course of which President E. W. Edwards stated that "the only kind of effective advertising is the printed word," the resolution was referred back to the resolutions committee for further consideration.

Other resolutions adopted protested against the use in New York State schools of textbooks published outside the state, endorsed the five-day week, called for elimination of non-union printed textbooks from public and parochial schools, urged appointment of a committee by the international unions to bring about a stable system of regional scaling, declared in favor of the Federal child labor constitutional amendment and recommended that all printing trades unions establish legislative committees.

### McCORMICK ROOSEVELT GUEST

Col. R. R. McCormick, *Chicago Tribune* publisher, accompanied Gov. Franklin Roosevelt, Democratic Presidential candidate, by motor from Albany to the latter's home at Hyde Park, N. Y., Sunday, July 31. Col. McCormick and Gov. Roosevelt were classmates at Groton School. The visit was a personal one, and had no political significance, Col. McCormick said. After luncheon with the governor at Hyde Park, the Tribune publisher went on to New York.

# THE NEWSPAPER'S JOB!

THE big undone job in the world today is to economically distribute the huge piles of food and goods and ideas which the soil chemist and engineer and educationalist are producing for civilization. The place of publicity in that job is a key position.

To do this educative work is the job of the newspapers. But how many owners and editors of newspapers have had this high conception of the great responsibility and privileged position they enjoy?

*"Man can improve his position only as he becomes better informed, better educated, less dull, less stupid, and less poisoned with the gambler's diseased spirit; and more completely aware of the kind of world we inhabit, and of the people who live there."*  
WALTER B. PITKIN

As a vital aid towards understanding the world and its people, the Editor of the Vancouver Sun urges newspaper executives to buy and read Walter B. Pitkin's book, "A Short Introduction to the History of Human Stupidity." Therein will be found a picture of the human herd, where and how it lives, and some of its problems, the high understanding of which is so necessary to those of us in journalism.

The price of Mr. Pitkin's book to the public is \$5.00, but Simon & Schuster, the publishers, have made a very special rate of \$3.75 to listed newspaper executives.

Copies of this book may be obtained from Simon & Schuster, Inc., 386 Fourth Ave., New York, N. Y., Dept. 120.

This advertisement prepared and published and paid for as a contribution to constructive journalism by—

## THE VANCOUVER SUN

NY World Telegram • Utica Observer Dispatch • Youngstown Telegram

Rochester Times-Union • Beaumont Enterprise Journal • Beacon News

### JAMES WILLIAM THOMAS

Newspaper Architecture & Engineering  
3868 Carnegie Ave Cleveland Ohio

Drookhyn Eagle • Akron Times Press • Royal Oak Tribune • Houston Press

Cleveland Press • Newark Advocate • Pittsburgh Press • Cincinnati Post



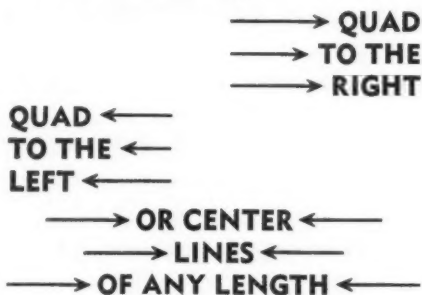


# DOUBLE QUADDING AND CENTERING DEVICE

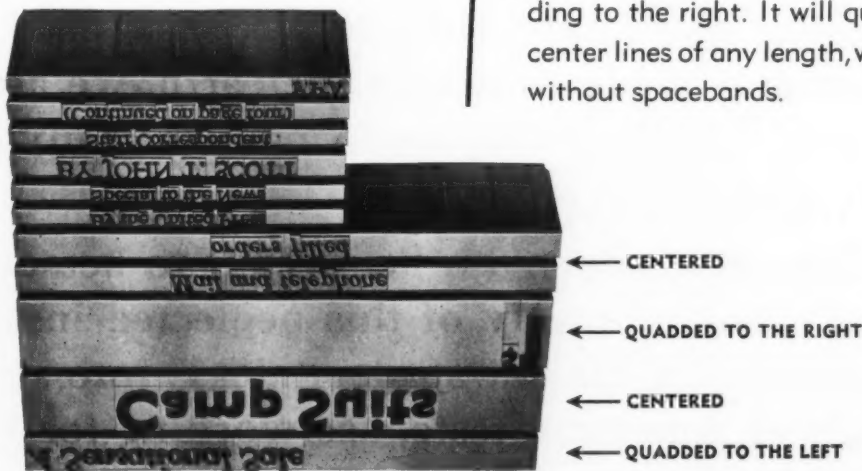


In every issue of every newspaper there are hundreds of short lines on which the Linotype Double Quadding and Centering Device will save time and money.

will instantly



This is a development from the automatic quadding device which has been in successful operation since 1905, and incorporates several exclusive Linotype features including the advantage of quadding to the right. It will quad or center lines of any length, with or without spacebands.



## MERGENTHALER LINOTYPE COMPANY BROOKLYN, N. Y.

SAN FRANCISCO · CHICAGO · NEW ORLEANS · CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

## C O L O R

**C**OLOR has taken firm hold of American life. Its use is growing so rapidly that almost every article offered for popular sale is touched with it.

There is a natural reason for this. Nature uses color as one of its instruments for attracting attention. The perfume of the flower blown down the wind attracts the insect from afar—then color leads the insect to the particular bloom that most pleases its sight.

A field of wild flowers contains a throng of competitors seeking the attention of insects needed for fertilization. Thus the blooms that are most attractive reproduce themselves, and their species prosper.

The instrument that Nature has used from the beginning of life to carpet the earth, we are but now learning timidly to employ to make the daily newspaper more pleasing to its public.

The publisher who believes it to be sound policy to take hold daringly of this neglected instrument, in order to bring his newspaper quickly into step with the march of American taste, has working for him the incalculable forces of natural law.



# LOR

In accordance with this belief the Wood Laboratory, as is generally known, has been preparing for *The Chicago Tribune* practical means by which that newspaper may be produced daily in four accurately registered colors at full speed, without the delays incidental to press make-ready or press registration.

The outcome of this work has been the Wood Quatri-Color Unit, which is now being built for application to the Wood Press recently installed by *The Tribune*.

It will interest publishers to learn that the Wood Quatri-Color System may be adopted by evening, as readily as by morning, newspapers and that in either case it will respect existing deadlines of publication.

It should also be said that the adoption of color having been foreseen, all Wood Presses are adapted to receive Wood Quatri-Color Units. Thus, any newspaper having Wood Presses may employ full registered color, if and when desired, without the need of replacing its printing plant and incurring the costs and delays incidental thereto.

HENRY A. WISE WOOD, President  
WOOD NEWSPAPER MACHINERY CORPORATION

# EDITORIAL

## IMPORTANT IF TRUE

AND in the third year of the great flood Noah opened a window of the good ark U.S.A. and sent forth a white dove over the waters and in the evening she returned unto him and, lo, in her mouth was a sprig of increased values in livestock and provisions and also a few gained points in standard securities. And Noah looked abroad across the wide expanse and saw the tops of mountains rising as the waters receded. And they were exceeding glad.

Meaning that Standard Statistics Company, whose chief business is to give private advice to investors, has just discovered that "62.5 per cent of industry is thoroughly deflated and ready to go ahead, 33.8 per cent faces moderate deflation and only 3.7 per cent is likely to remain in a depressed state."

The lines that Standard Statistics regards as "thoroughly deflated" and ready to lead the industrial recovery are stated as follows: Agriculture, Automobiles and Parts, Chemicals, Food Products, Foreign Trade, Machinery, Miscellaneous Manufacturing, Oil, Retail Trade, Silk Goods, Sugar, Tobaccos and Utilities.

The lines that "face further deflation" are given as: Agricultural Machinery, Apparel, Auto Tires and Rubber, Banks, Building, Cotton Goods, Drugs and Medicines, Electric Equipment, Household Products, Metals, Leather and Shoes, Printing and Publishing, Railroads, Rayon Goods and Steel.

The same authority says the following are "likely to remain depressed, or be slowest to share in a broad upturn:" Aircraft, Coal and Coke, Office Equipment, Paper, Radio, Shipping and Shipbuilding, Theatres and Motion Pictures, and Woolen Goods.

If this is accurate information it means that substantially more than half of the nation's industries have survived the depression and are in sound condition, adjusted to a new cost and sales price basis and able to take the lead in industrial revival.

This week EDITOR & PUBLISHER interviewed some of the best informed and most influential writers for the press in the Wall Street district, requesting them to tell us the "low down" on the economic outlook. None was optimistic and none would prophesy, but their general opinion seemed to be that business is fairly well shaken down and ready to go ahead, though finances are still horribly tangled. As will be noticed in their statements, published on other pages, these men who write the technical running story of American economy are looking gravely at the picture of 1932. They are not jumping at snap opinions because of little gains which may be temporary. Their minds penetrate the fundamentals of the condition. Therefore, there is real comfort in the fact that they see deflation almost completed and business tugging at the banking leash.

The best news, so far as newspaperdom is directly concerned, comes in EDITOR & PUBLISHER reports from scattered cities showing how, through newspaper advertising, some bright spots have been developed in local trade. Enterprising merchants, working with advertising departments, manage to sell goods. Week by week this journal tells how newspaper advertising drives can loosen public purse-strings.

The dove may not again return to the ark.

*Make 'em pay for political speeches which your editor says are not news.*

## MAGIC MAID PUBLICITY

AT the peak of the silly season we are favored with the following information: The Fitzgerald Manufacturing Company, makers of a product called "Star-Rite Magic Maid," is conducting an advertising contest over local radio stations. Prizes are sent to winners, accompanied by a letter which states: "We will appreciate, of course, any publicity that may be given your award in your local papers. If you care to, we suggest you call up the local papers and tell them about your prize. We shall pay you \$1.00 for each different newspaper clipping in which your name is mentioned as winning a Star-Rite Magic Maid. We hope, too, that you will show your prize to your friends and neighbors."

Comment would but whitewash the geranium.



But whoso looketh into the perfect law of liberty, and continueth therein, he being not a forgetful hearer, but a doer of the work, this man shall be blessed in his deed.—James, I; 25.

## ELLEN BROWNING SCRIPPS

MANY women have contributed, directly and indirectly, to the development of the American press, but none more influentially and beneficently than Ellen Browning Scripps, who passed from life at her home, La Jolla, Cal., on Wednesday of this week, in the 95th year of an eventful career. The story of the life and works of this quiet, patient, kindly and liberal spirit should long be an inspiration to the men and women of the press circle. Miss Ellen, as she was affectionately known in newspaperdom, was possessed of character and endowed with intellectual powers uncommon in the world. A slight figure, demure as any little fireside knitting grandmother, she saw afar and worked wonders to behold.

Miss Scripps was born in London, emigrating to the United States with her father at the age of seven. The family settled at Rushville, Ill. She gained a college education and taught school until her elder brother James E. Scripps founded *Detroit News*. Investing her small savings in the enterprise she later went to work as a proofreader for her brother, at night writing editorial miscellany. When her half-brother, Edward W. Scripps, founded *Cleveland Press* Miss Ellen invested her systematically saved capital with him and also contributed editorial matter. From these beginnings she accumulated a substantial share of the immense Scripps fortune and became the constant friend, adviser and inspiration of E. W. Scripps throughout his life. It has been said that she, more than any other person, influenced his career, though always remaining in the background. For many years Mr. Scripps visited her nearly every day, consulting her on all matters. She read business statements with uncommon powers of divination and her opinion was regarded by all Scripps executives as clairvoyant.

Miss Scripps lived simply in a house built to overlook the sea, with a huge plate-glass window on the waterfront. For many years she occupied an open-air sleeping porch, and arose at dawn. Children and birds, as well as men and women, were daily visitors. Considering herself merely the "trustee of wealth" she gave millions to schools, colleges, hospitals, science research, Christian movements, churches of many denominations, community enterprises such as playgrounds, where free speech must ever be guaranteed; associated charities, zoological gardens, bird and wild flower publications, natural history societies, art in many forms and unnumbered obscure causes. Her passion was for beauty and human kindness. In her youth she crusaded for equal rights for women, and for temperance. She valued the press for its power to lead the march of civilization. She would not compromise with ugliness or wrong.

Thus, as can be understood, her home became a shrine where leaders of most of the fine movements in American culture gathered at one time or another and her willingness to serve any compassionate cause, always without ostentation, endeared her to such a wide circle that she was latterly called the best-loved woman of her state. Miss Ellen's life, as the late Milton A. McRae once said, was an American benediction.

*President Hoover seeks to prevent publication of loans by the R.F.C. fearing banks and insurance companies would hesitate to ask for loans because people would doubt their stability. We have heard of no bank run due to public knowledge that the bank was possessed of funds.*

## CIRCULATION GUARANTEES

A FEW weeks ago EDITOR & PUBLISHER reported that the American Tobacco Company and its advertising agency, Lord & Thomas, had been sending out contracts calling for circulation guarantees on the part of newspapers. Now publishers are receiving inquiries from other agencies asking whether any such guarantees have been given to any advertiser. The evident and understandable purpose is to demand equal concessions wherever a newspaper has yielded on this point.

Thus the matter becomes not merely a question of a single contract, but a question of permitting a new system in paying for space. We regard such a system as wholly one-sided and, in effect, merely a means of "chiseling" on present rates. If a newspaper's circulation should rise above the guaranteed figures—based on previous A.B.C. reports—that would be merely the advertiser's good fortune. But if the circulation should fall below that mark, the publisher would have to send out a flock of rebate checks to his advertisers. Only the newspaper whose circulation always increased would be safe. If the circulation fluctuated above and below a given level, the newspaper would be obligated to automatic rate decreases from time to time, with never an automatic increase when circulation losses were made up.

The publishers of this country support the Audit Bureau of Circulations at considerable expense, giving advertisers the most complete and dependable information available to advertisers anywhere. The A.B.C. reports in the past have shown how advertisers had "free rides" during long periods of rising circulations, with only occasional adjustments of advertising rates. Nothing was said then about keeping the rates in exact proportion to the circulations.

Publishers will think twice before conceding a point that might have such far-reaching effects. The demand is but a part of present-day hysteria in business.

*The only thing lower than the type of journalism represented by the Public Press of Minneapolis is the police method being used to suppress it.*

## THEY MIGHT BE FAIR

BEFORE any newspaperman yields to the pressure of the more insistent "rate busters," on the plea that "everything is lower—why not advertising rates?" he ought to investigate whether it is true or false that the very individual corporations which seek rate reductions have reduced their own prices during the crisis.

Last week in EDITOR & PUBLISHER Robert S. Mann brought out the interesting fact that Camel cigarettes took the lead in raising the wholesale price of cigarettes from \$6.40 to \$6.85 per thousand last year, and now maintains the high price despite lowered cost of tobacco. Yet Camel's Mr. S. Clay Williams, president of the R. J. Reynolds Tobacco Company, is a member of a group of important advertisers who are bringing pressure to bear on advertising media to cut rates.

We do not for an instant doubt that such inconsistency would be discovered in many other institutions whose executives are loudest in their demands. It might be a good thing for a committee of the American Newspaper Publishers Association to investigate along these lines, if only to determine how much sincerity lies behind the movement to break rates, with total disregard of the injustice it would work to the publishing field and the right of readers of the press to customary service.

We find no fault with the fact that the tobacco people have sustained prices. We believe in high prices, high wages and high living standards all along the line, in this country. Our true complaint is against those who cry aloud for lowered standards, tending to cheapen living conditions. This is madness, soon we hope to be curbed. But at least those who have not reduced their own prices might refrain from trying to force others to cut. There is such a thing as being fair. We may all be headed toward the junkpile, but please don't push!

*Circulations ought to hold, for a more exciting summer we have not known since World War years.*



**PURELY PERSONAL**

**ELZEY ROBERTS**, publisher of the *St. Louis Times and Star*, stopped in Schenectady, N. Y., July 28, to visit the General Electric Company, while enroute from St. Louis to Cape Cod. He was entertained at lunch and on a trip to the laboratories by Chester H. Lang, manager of the publicity department, and Clyde D. Wagoner of that office.

George T. Cameron, publisher, and W. H. B. Fowler, general manager, *San Francisco Chronicle*, were in Los Angeles for the opening of the Olympic Games.

E. Lansing Ray, president and editor, *St. Louis Globe-Democrat*, is on vacation at his summer home at Rye Beach, N. H.

W. N. Burkhardt, editor, *San Francisco News*, spent his vacation with his family at Bass Lake, Madera County, Cal.

Bernard Mainwaring, editor, *Baker (Ore.) Democrat-Herald*, has been elected a trustee of Albany College by the Presbyterian Synod of Oregon.

J. L. Mims, editor, *Edgefield (S. C.) Advertiser*, who has been a patient in a Columbia, S. C., hospital, has returned to his home.

Leon J. McCarthy, editor and co-publisher, *Canandaigua (N. Y.) Daily Messenger*, Mrs. McCarthy and their two children, spent the past week-end in Corning, N. Y., where Mr. McCarthy was formerly associate editor of the *Evening Leader*.

Edwin S. Waterbury, publisher, *Oswego (N. Y.) Palladium-Times*, Mrs. Waterbury and daughters, Jean and Constance, spent the past week-end in Corning with friends and relatives.

Sam Braswell, owner and editor, *Clorendon (Texas) News*, was recently elected a director of Lions International.

Edwin S. Underhill, publisher, *Corning (N. Y.) Evening Leader*, and former president of the New York State Associated Dailies, has been endorsed by the Democratic party for Congressman-at-Large in New York state in the forthcoming election.

Charles E. Broughton, publisher, *Sheboygan (Wis.) Daily Press*, was host at the annual outing of the Milwaukee Press Club, at Sheboygan, July 31.

Dan L. Beebe, publisher, *Oroville (Cal.) Mercury-Register*, was a recent business visitor in San Francisco.

Charles D. Osborne, president of the *Auburn (N. Y.) Citizen-Advertiser*, has been endorsed by the Democrats of Cayuga, Wayne, Ontario and Seneca counties as candidate for lieutenant-governor.

**IN THE BUSINESS OFFICE**

**WILLIAM J. MONTAGUE**, advertising manager, *Bridgeport (Conn.) Times-Star*, has returned from a vacation spent in Boston. John W. Dragon, display staff, has been on vacation in Northern New England.

Eugene W. Farrell, advertising and business manager, *Newark (N. J.) Evening News*, recently addressed the combined luncheon meeting of the Bloomfield and Montclair Kiwanis Clubs on "Influential Advertising."

George Tessier, of the national advertising department, *New York Herald Tribune*, is on a vacation trip to Havana.

John W. Lansker and Carl J. Barrea, of the *Buffalo Times* advertising staff, have returned from a motor tour in Southern states.

E. E. Jern, assistant national advertising manager, *Kansas City Star*, and his bride of two weeks have returned from a honeymoon in Colorado and New Mexico.

William F. Rogers, advertising manager, *Boston Transcript*, has been appointed a member of the Metropolitan

Planning Board, as representative of the Metropolitan District Commission, of which he is a member. Mr. Rogers succeeds on the Planning Board Frank A. Bayrd, publisher, *Malden (Mass.) News*, who retired from the District Commission to join the Civil Service Commission.

E. J. Usher, advertising manager, *Madison (Wis.) Wisconsin State Journal*, is on vacation in northern Wisconsin and upper Michigan.

Elmer Waggon, *Toledo Blade* advertising artist, has returned from a vacation trip to Norfolk, Va.

William Connolly, advertising staff, *Fall River (Mass.) Herald News*, is on vacation in New York City.

Frederick K. Reybold, director of national advertising, *Wilmington (Del.) Every Evening*, is spending his vacation as a guest of his brother, Col. Eugene Reybold, at Buffalo, N. Y.

Thomas O'Donnell, classified manager, *Fall River (Mass.) Herald News*, is on vacation at Oak Bluffs, Martha's Vineyard, Mass.

Cyril Feeney, advertising office, *Fall River (Mass.) Herald News*, has returned from a vacation trip to Quebec and New York City.

Howard Haire, classified manager, *Atlanta Constitution*, has returned from a vacation at Jacksonville Beach, Fla.

Edward Kahn has resigned from the *Cleveland News* advertising staff effective Aug. 15. Mr. Kahn joined the *News* from the *Akron Shopping News* where he was publisher. He did not announce his future plans.

Alexander Hood of the circulation department, *Wheeling (W. Va.) Intelligencer*, was injured when he was run down by an automobile July 16.

Alfred W. Cockerill, circulation manager, *Syracuse (N. Y.) Herald*, was in Utica, July 27 for the 90th birthday of his mother, Mrs. Sarah E. Cockerill, who is active and in good health.

E. A. Martin, advertising man on the *Hereford (Tex.) Brand*, has joined the advertising staff of the *Borger (Tex.) Daily Herald*. He is a graduate of the school of journalism, University of Missouri.

**IN THE EDITORIAL ROOMS**

**ADOLPH LANGER**, managing editor, *Hoboken (N. J.) Jersey Observer*, has returned from a vacation in Canada.

William O. Dapping, managing editor, *Auburn (N. Y.) Citizen-Advertiser*, has been designated as choice for Democratic Presidential elector in the 36th New York Congressional district.

D. J. Greenwell, managing editor, *Ogden (Utah) Standard-Examiner*, has returned from a two weeks' vacation.

Leslie D. Kimble, managing editor,

**FOLKS WORTH KNOWING**

**CHURCH**, state and city officials and business associates joined in paying tribute to Homer F. Robinson,



HOMER F. ROBINSON

general manager of the *Salt Lake Tribune*, at a dinner July 21. The occasion was Mr. Robinson's 50th anniversary of service with the Tribune.

Mr. Robinson has served in practically every capacity in the business department. He became business manager in 1910 after years of service as advertising manager. He took charge of all departments in 1924 upon the death of A. N. McKay, the then general manager.

He served under four ownerships. In 1882 the paper was owned by George F. Prescott, George W. Reed, W. H. Taylor, A. N. and O. J. Hollister. In 1883, it was purchased by P. H. Lannon and Judge C. C. Goodwin. Their ownership continued until 1901, when the late United States Senator Thomas Kearns and associates bought the paper. In 1919, the Kearns interests, the present owners, assumed control.

J. F. Fitzpatrick, publisher of the Tribune, presided at the dinner. Among the speakers were George H. Dern, governor of Utah; Heber J. Grant, president of the L. D. S. (Mormon) church; Louis Marcus, mayor of Salt Lake; Edmund J. Kearns, vice-president of the Tribune Publishing Company, E. F. Baldwin, Tribune circulation manager, and Hamilton C. Park, Tribune columnist.

*Corning (N. Y.) Evening Leader*, is spending his vacation at Keuka Lake with Mrs. Kimble and their two children.

Roy A. Roberts, managing editor, *Kansas City Star*, is on vacation at Alexandria, Minn.

"Ernie" Meyer, widely known columnist and telegraph editor of the *Madison (Wis.) Daily Capital Times*, and formerly with Milwaukee, Chicago, New York, Cleveland and other dailies, is spending two months this summer in Europe, studying political situations. Much of his time is being spent in Germany. His father is editorial writer of the *Milwaukee Herald*.

Kenneth Hegarty, sports writer, *Kansas City Star*, and wife are on vacation in Colorado.

Henry G. Frampton, feature writer, *Miami (Fla.) Daily News*, is back at (Continued on page 24)

**Already Running from Coast to Coast**



**BENNY**

The New Color Page

by J. Carver Pusey

Released for the First Time Last Week (July 31)

**A 3-in-1 Comic**

(Three Comics to One Page)

The Benny color page is made up so that it is adaptable for half-page and quarter-page advertising. . . . It brings the total of United Features color pages to the number of eight with sixteen comics. . . .

- |                                      |                              |
|--------------------------------------|------------------------------|
| <b>Benny Page</b>                    | 1. Benny                     |
|                                      | 2. Opportunity Knox          |
|                                      | 3. Cat Tales                 |
| <b>Ella Cinders Page</b>             | 4. Ella Cinders              |
|                                      | 5. Chris Crusty              |
| <b>Fritzi Ritz Page</b>              | 6. Fritzi Ritz               |
|                                      | 7. Phil Fumble               |
| <b>Joe Jinks Page</b>                | 8. Joe Jinks                 |
|                                      | 9. Divot Diggers             |
| <b>Little Mary Mixup Page</b>        | 10. Little Mary Mixup        |
|                                      | 11. All in the Family        |
| <b>Mr. and Mrs. Beans Page</b>       | 12. Mr. and Mrs. Beans       |
|                                      | 13. Bucky and His Pals       |
| <b>Tarzan Page</b>                   | 14. Tarzan                   |
| <b>The Captain and the Kids Page</b> | 15. The Captain and the Kids |
|                                      | 16. Hawkshaw the Detective   |

All eight pages . . . sixteen comics . . . are available in complete eight-page sections . . . four colors or black and white . . . mats or readyprint . . .

For Terms and Samples, Please Write to . . .

**UNITED FEATURES**

MONTE BOURJAILY, General Manager  
220 East 42nd Street  
New York

**GOOD NEWS GROWS!**

Tidings of returning prosperity are heard on every hand.

It is time to think of replenishing your depleted feature list.

Instead of the ordinary features you cancelled during the worst of the bad times, plan to take on the best in newspapers.

An inquiry will receive prompt attention.

**The McNaught Syndicate, Inc.**

V. V. McNITT, Chairman      TIMES BUILDING, CHARLES B. McADAM, President  
NEW YORK, N. Y.

PERSONAL

(Continued from page 25)

his desk after a six weeks' vacation.

Mrs. Addison Stone Hall, who conducts the woman's page for the *Miami (Fla.) Daily News*, is spending a month's vacation in Chicago and New York. Miss Theodosia Howie is conducting the page in her absence.

Ishbel Ross, of the staff, *New York Herald Tribune*, and author of "Promenade Deck," which has gone into the best seller class, was given a tea July 28 by Harper & Brothers in her home at 100 East 15th street, New York.

Charles E. Broughton, editor, *Sheboygan (Wis.) Press*, and Wisconsin Democratic national committeeman, on July 24 addressed the homecoming and picnic of St. Michael's congregation at Mitchell, and in the evening spoke at the annual firemen's picnic in St. Cloud.

Jack Beall, of the staff, *New York Herald Tribune*, left July 29 for a vacation in Los Angeles.

Allen Cass, telegraph editor, *Miami (Fla.) Daily News*, is on a month's vacation.

John Gordon Logan, night society editor, *New York Herald Tribune*, is spending a month's vacation in Coopers-town, N. Y.

Miss Nell Snead, woman's editor, *Kansas City Star*, is on vacation in New Mexico. In her absence, the woman's page is being edited by Miss Eula Mae Currie.

Robert L. Hooker, day news editor,

**EDITOR & PUBLISHER**  
Including  
**FOURTH ESTATE**  
**NEWSPAPERDOM. JOURNALIST**

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THE OLDEST PUBLISHERS' AND ADVERTISERS' JOURNAL IN AMERICA

Established by Allan Forman in 1884

Marion E. Pew, Editor; Arthur T. Robb, Managing Editor; Warren L. Bassett, News Editor; Robert S. Mann, Associate Editor; John W. Perry, Feature Editor.

Charles B. Grooms, Business and Advertising Manager; James Wright Brown, Jr., Promotion Manager; George H. Strate, Circulation Manager; S. L. Dare, Classified Manager; Elizabeth McMahon, Cashier.

London, England, office: Walter House, 418/22 Strand, W. C. 2. Miss Muriel G. Atkins, Manager. London Editor: Allan Delafons, 154-156 Chesapeake, E. C. 3. Paris, France, office: 16 rue des Petits Champs, Sydney B. Clarke, Manager. Paris Editor: George Langelaan, 15 rue Portal, Boulogne les Bains, Seine et Oise. Tokyo Correspondent, Clarence A. Davis, c/o Japan Advertiser, Washington Correspondent: George H. Manning, National Press Club Building, Chicago Office: Suite 1716, London Guarantee and Accident Building, 360 North Michigan Avenue, George Brandemburg, Correspondent; Otto L. Bruns, Advertising Representative. Pacific Coast Representatives: R. J. Bidwell & Co., 748 Market Street, San Francisco; Chamber of Commerce Bldg., Los Angeles; and Stuart Bldg., Seattle, Washington.

International Year Book last Saturday in January—"A.N.P.A." two Saturdays in April—Advertising Convention number first Saturday in June—Advertising listing records in March and September—Newspaper rates and circulations in January and July—Market Guide containing standardized merchandising and marketing data on 1,400 newspaper markets third Saturday in November—Size of type 8 1/2 x 12 inches—168 agate lines (12 1/2 ems) on four columns—total of 672 agate lines to the page—Largest type page in the business paper field—Display advertising rates: transient, 75c. per agate line, or series of insertions as follows:—

Size	Lines	1	6	13	25	52
Agate	Times	Times	Times	Times	Times	Times
1 Page	672	\$250	\$225	\$200	\$190	\$185
1/2 Page	336	140	120	110	100	95
1/4 Page	168	75	70	65	60	55
1/8 Page	84	40	45	40	35	30
1/16 Page	42	20	25	20	17	16

The single column forty-two line rate maker card at a cost of \$16 per week earns at low rate on a 52-line basis as any other schedule, namely, \$168 per page; \$85 half page; \$55 quarter page. Classified rates: 75c. per agate line one time; 60c. per agate line four times. Situations Wanted: 50c. per agate line one time; 40c. per agate line three times (count six words to the line). Subscription rates: By mail payable in advance United States and Islands Possessions \$4 per year; Canada \$4.50; Foreign \$5. Member of the Associated Business Papers. Charter Member of the Audit Bureau of Circulations with a certified "A.B.C." as follows:

Six Months Ended	Net Paid	Total Distribution
December 31, 1921.....	10,116	11,120
" " 1920.....	10,403	11,417
" " 1929.....	10,180	11,564
" " 1928.....	8,987	10,019
" " 1927.....	8,220	9,546
" " 1926.....	7,014	7,966

Jacksonville (Fla.) *Times-Union*, is taking an ocean trip to Baltimore and Philadelphia on his vacation.

Wayne Weishaar, *New York Herald Tribune* reporter, and Mrs. Weishaar have returned from an automobile trip to Des Moines, Ia.

George M. Smallsreed, political writer, *Columbus (O.) Dispatch*, recently underwent an operation for appendicitis.

John W. Dienhart, *Chicago Herald and Examiner* political writer, is accompanying Mayor Anton Cermak of Chicago on his trip to Europe.

John Temple Graves II, feature writer, *Birmingham (Ala.) Age-Herald*, addressed the Institute of Rural Affairs at Blacksburg, Va., July 28.

Harry B. Smith, sports editor, *San Francisco Chronicle*, is in Los Angeles covering the Olympic Games for his paper.

Phillip L. Rolfe, sports editor, *Berkeley (Cal.) Gazette*, is covering the Olympic Games.

Charles Schwarz, *Chicago Daily News* rewrite man, is covering the Olympic Games for his paper.

D. G. Rogers, librarian, *New York Herald Tribune*, has gone to Bluepoint, Long Island, for a three-week vacation.

Harry Gray, city editor, *Boston Daily Record*, is on vacation. Edward Sullivan is taking his place.

David H. Beetle, reporter, has been appointed state editor of the *Utica (N. Y.) Daily Press*, succeeding John K. Minnoch, who has left.

Bert Brockbank, feature writer, *Boston Daily Record*, is writing a series on the life of Gov. Franklin D. Roosevelt.

James Callahan, *Boston Daily Record* editorial staff, has returned from vacation. John A. McGowan, copy desk chief of the Record, also returned.

W. K. Shane, until recently a reporter on the *Salt Lake Telegram*, has been appointed managing editor of the *Western Veteran*, Salt Lake City.

George Kiser, city staff, *Spartanburg (S. C.) Herald*, has resigned.

Jack Banner, formerly with the *Newark Ledger*, has joined the *Orange (N. J.) North Jersey Courier*.

Betty Birch, *Toledo Times* columnist and staff writer, has returned from a month's vacation trip to California.

Horace B. Hill, telegraph editor, *Springfield (Mass.) Union*, left last week for Annapolis, Md., and Norfolk, Va., by motor for a week's trip.

Harold Semple, slot man for the *Utica (N. Y.) Observer-Dispatch*, is on vacation.

James E. O'Connor, city editor, *Ogden (Utah) Standard-Examiner*, is spending his vacation in Los Angeles.

Horatio Z. Jenkins, financial editor, John W. Kelly, Jr., sports editor, and Howard Batsford, reporter, *Utica (N. Y.) Daily Press*, are on vacation.

L. R. Brindly, day city editor, *Ottawa (Ont.) Citizen*, has left on a three weeks' vacation. During his absence R. M. Martin, news editor, is handling the city desk. Vincent Pask, night city editor, has returned from his vacation.

David Bradley, son of Henry D. Bradley, general manager, *Bridgeport (Conn.) Times-Star*, and a staff member for the summer months, was severely injured recently when his head struck a rock while diving at a beach near Bridgeport. He was treated at a hospital, where it was said his condition was not serious.

James Murphy, police reporter, *Springfield (Mass.) Union*, has been conducting the daily public links golf column, "Chips and Putts," during the vacation of Leslie Atkinson, columnist.

John Denson, city editor, *Richmond (Va.) Times-Dispatch*, covered the clash between members of the Bonus Expeditionary Force, police and troops in Washington, July 28.

Al Warden, sports editor, *Ogden (Utah) Standard-Examiner*, and his

wife and son, are attending the Olympics in California.

Vincent Townsend, city editor, *Birmingham News*, has been named instructor in journalism at Birmingham Southern College to succeed E. M. Henderson, Jr.

Ralph Lerche, Northampton, Mass., correspondent of the *Springfield (Mass.) Union*, is Republican candidate for representative.

Edward Maum, telegraph editor, *Bridgeport (Conn.) Times-Star*, is spending his vacation at Indian River, Conn.

Alan H. Olmstead, city hall reporter and political columnist, *Bridgeport (Conn.) Times-Star*, has returned from a vacation in New Hampshire.

Carlton Briggs, city editor, *Bridgeport (Conn.) Telegram*, spent his vacation in Meriden, Conn.

Charles Vinton Waters, telegraph editor, *Philadelphia Evening Ledger*, is on an automobile tour of New York state. In his absence Sam McDowell is acting telegraph editor.

Bob Elliott, *San Francisco News* feature writer, recently returned from a vacation spent at Agua Caliente.

Richard L. Chase, former city hall reporter, *San Francisco News*, has been promoted to the copy desk. Ben Horne has been assigned to the city hall beat.

Geraldine Fox, editorial staff, *Dayton (O.) Herald*, has returned after a vacation at Miami Beach, Fla.

Capt. Aubrey Mends, society editor, *Philadelphia Public Ledger*, returned from a month's vacation in the Pocono mountains and at Atlantic City.

Myron T. Scott, photographer, *Dayton (O.) Daily News*, is spending his vacation in Texas, making the trip by motor.

Ashley Halsey, city staff, *Columbia (S. C.) Record*, has resigned.

William J. Slaton, city editor, *Waterbury (Conn.) Republican*, and a captain in the specialist branch, Organized Reserves, is on duty with the 85th Infantry brigade, Connecticut National Guard, at Niantic as press relations officer.

James H. Haberlin, copy reader, *Springfield (Mass.) Union*, has returned after a vacation at Soundview, Conn.

E. B. Garnett, Sunday editor of the *Kansas City Star*, and family are on vacation in Colorado.

Julian Harris, news director, *Atlanta Constitution*, is on vacation.

Harry Ramsay, *Public Ledger* art department, has returned from a brief trip to Champaign, Ill., where he was called by the illness of his mother.

Gardner T. Hart, copy desk, *Fall River (Mass.) Herald-News*, is on vacation with his family at Eastham, on Cape Cod.

Joe Cashman, *Boston Evening American* sports writer, has returned to work after an absence caused by illness.

D. H. Fonda has joined the *Utica (N. Y.) Daily Press* reportorial staff.

Hanson W. Baldwin, of the *New York Times* city staff, and Mrs. Baldwin, are the parents of a daughter, Barbara Bruce Baldwin, born July 22 in Doctors' Hospital, New York.

Chet Shaffer, formerly with the *Detroit News*, and Mrs. Shaffer, are the parents of a son, Stephen John Werntz Shaffer, born recently at the Shaffer home near Detroit. Mr. Shaffer is known to hundreds of newspapermen as the "grand diapason" of the "Guild of Pipe Organ Pumpers."

George H. Lyon, city editor of the *New York World-Telegram*, is on vacation in Quebec.

WEDDING BELLS

MICHAEL J. McDERMOTT, chief of the State Department's Division of Current Information, to Rose Patricia Fuller, a co-worker in the State Department, in New York July 30.

Gerard K. Gilloon, Saranac Lake correspondent, *Syracuse (N. Y.) Post-Standard*, to Miss Claire La Plante, daughter of Mr. and Mrs. Frank Besaw, Cherubusco, at Saranac Lake, July 29.

Uhl Howard Friend, of the staff, *Indianapolis News*, to Miss Emma Ruth Williams, Saturday, July 30 at the home of the bride's parents in Martinsville, Ind.

W. I. White, advertising manager, *Childress (Tex.) Daily Index*, to Miss Lenna Maye Yoder, Whiteface, Texas, at Hollis, Okla., July 11.

Lawrence Fell, Jr., reporter, *Newark (N. J.) Evening News*, to Miss Mary I. Cullum, Jersey City, at St. Joseph's Church, Jersey City, Aug. 3. They left immediately on a wedding trip to Canada.

Frank A. Baldwin, editor, *Waco (Tex.) News-Tribune and Times-Herald*, to Miss Helen Pool, of the editorial staff, July 29.

ASSOCIATIONS

ERNEST VACCARO, Associated Press staff, editor of the *Gridiron*, annual publication by the MEMPHIS (Tenn.) PRESS CLUB, has appointed as assistant editors Marshall Smith, *Press Scimitar*, Al Capley, *Evening Appeal*, and Jack Lockhart, *Commercial Appeal*. Copies of the publication will be distributed to guests at the annual gridiron dinner in November.

Dr. John Ashton, Mercedes, Tex., was elected president of the TEXAS AGRICULTURAL WRITERS Conference last week.

John Kent of the *Boston Globe* lead the field in the BOSTON NEWSPAPERMEN'S GOLF ASSOCIATION tournament last week, with a 90. Frank Tighe, *Boston Post*, was second and Harry Kussmaul, *Boston Transcript*, third.

WOMEN'S ADVERTISING CLUB OF DETROIT recently elected Mrs. May VanderPyl, Advertising Letter Service, president.

PRESS ASSOCIATION NOTES

FRANK H. BARTHOLEMEW, Pacific Coast division manager, United Press, and Mrs. Bartholomew spent their vacation at Tassajara Hot Springs and Del Monte, Cal.

Harry W. Sharpe, news manager, San Francisco bureau, United Press, has been shifted to Los Angeles for the duration of the Olympic Games.

Herbert Eiler, formerly of the staff of the *Indianapolis Star* and formerly with Mayor George R. Dale's *Muncie Post-Democrat*, is covering the house of the Indiana legislature for International News Service.

Leonard E. Pearson of the Indianapolis bureau of the Associated Press is on his vacation.

CHANGES OF OWNERSHIP

MOORE (Okla.) TIMES was purchased recently by R. H. Ralls and F. Lamar Schmidt from Mr. and Mrs. Gerald Jacobs.

*West Jefferson (N. C.) Ashe County Journal* has been sold by Julius C. Hubbard to Miss Nancy Ruth Reeves, editor and publisher, *Skyland (N. C.) Post*, which now becomes Ashe County's only newspaper.

Edwin V. Cooper, Juneau, Alaska, has purchased the *Vega (Tex.) Sentinel*, from R. B. Boyle.

SPECIAL EDITIONS

SAN ANGELO (Tex.) STANDARD-TIMES, 16-page tabloid edition commemorating the 50th anniversary of the First National Bank.

*Richmond (Va.) Times-Dispatch*, 6-page Furniture section, July 31.

*Asheville (N. C.) Citizen and Asheville Times*, July 27, a 20 page tabloid section presenting a collection of summertime recipes.

*Waynesboro (Pa.) Record Herald*, July 1, 6th annual Resort Edition, 38 pages.



## PUBLISHERS' BUYING GROUP DISSOLVES

**Newsprint Corporation Formed By A.N.P.A. In 1920 To Fight High Paper Prices Closes Its Books**

The Publishers' Buying Corporation, formed at the annual American Newspaper Publishers' Association convention in April, 1920, with a membership of 250, passed out of existence last week.

It was formed to break the prevailing high prices of newsprint. William J. Pape, publisher of the *Waterbury (Conn.) Republican, American and Sunday Republican*, served as president. The late Jason Rogers, then publisher of the *New York Globe*, was treasurer.

The association was very active through 1920, 1921 and 1922 when it imported foreign newsprint which broke the market in this country. In 1929 more than two-thirds of the members voted to put the corporation out of business as the remaining funds were being eaten by the Delaware state tax, in which state it was incorporated, and the New York state franchise tax. Mr. Pape, J. H. Zerbey, of the *Pottsville (Pa.) Morning Paper and Republican*, and J. E. Finan, of the *Cumberland (Md.) Times*, were made trustees in charge of the fund for three years so that in case of a sharp rise in newsprint prices there would be a small sum on hand to start another fight.

This need not having arisen by July, this year, the trustees sent the American Red Cross a check for \$492.57, the balance on hand, thus writing finis to the history of the corporation.

## COURT RULES ON "LEGALS"

**Suspension of Paper No Disqualification Is Indiana Ruling**

A decision of the Indiana Appellate Court last week holding that a newspaper which has been published 70 years, then suspended six months, retains its right to publish legal notices despite a rule requiring five years' publication for the acceptance of legal advertising, determined the status of two Indiana papers, the *Owen County Journal* of Spencer, and the *Russiaville Observer*.

The court's decision was made in the case of the *Owen County Journal*, which suspended six months in 1930, and governed a ruling in the Howard county circuit court in the case of the *Observer*. The latter case was on trial at the time of the state court's decision.

In reviewing the case of the *Spencer paper*, the court held that the five-year statute does not provide that temporary suspension shall extinguish publication rights.

In the case of the *Russiaville paper*, which suspended regular publication for eight months in 1930 and 1931, Hallie F. Symons, publisher of the *Greentown Gem*, sought to enjoin county officials from paying a claim to G. L. Woody, publisher of the *Observer*, for a legal notice listing names of primary election candidates. Symons contended that the *Observer* had not been published regularly and continuously and therefore not entitled to carry legal advertising.

## CANDIDATE FILES SUITS

B. Carroll Reece, a candidate for the Republican congressional nomination in the first Tennessee district, filed libel suits on July 29 for \$100,000 damages in federal court against Congressman O. B. Lovette and three east Tennessee newspapers. He asks \$40,000 damage of Lovette, his opponent in the state primary of Aug. 4, and the following amounts from the newspapers and their publishers: Nat G. Taylor, publisher, *Knoxville Journal*, and the *Knoxville Publishing Co.*, \$25,000; Munsey Slack, publisher, *Bristol Herald-Courier*, and the *Bristol Publishing Corp.*, \$25,000; and the *Cook County Tribune*, \$10,000. The suits charge "Lovette was directly responsible" for alleged libelous matter recently published by the newspapers concerning Reece.

## PRUDENCE PENNY PENTHOUSE OPENED



View of penthouse patio on roof of San Francisco Examiner building

A HOME economics service in conjunction with its Prudence Penny department was started July 22 by the *San Francisco Examiner* with the opening of a Prudence Penny Penthouse atop the Examiner Building. The opening of the penthouse, which contains an experimental kitchen, a reference library, assembly hall, reception room, broadcasting studio and executives' offices, was accompanied by a special edition in which were published endorsements of the project from women's organizations, advertising agency executives and manufacturers.

William E. Peters, manager of the San Francisco office of the Rodney E. Boone Organization, national advertising representatives of the Hearst Newspapers, supervised the project. Mrs. Mona Van Dyke, who conducts the Examiner's Prudence Penny department, is in charge of the exhibit and

all demonstrations. She is assisted by three home economics experts. She will write about the penthouse in her daily column.

At the entrance to the penthouse is a large patio furnished with easy chairs and flower boxes. In the assembly room is a large cabinet which provides display space for various foods used in the demonstrations. The range, refrigerator, hot water heater and other movable equipment of the kitchen will be changed frequently to permit demonstration of various brands.

All materials from which the penthouse was constructed were donated by the manufacturers.

The Prudence Penny Penthouse programs will include talks and demonstrations on cooking, gardening, decoration and needle work. Mrs. Van Dyke will broadcast from her office daily except Sunday.

## TEXAS COMMITTEES NAMED

**President Lowry Martin of State Press Appoints His Aides**

President Lowry Martin of the Texas Press Association has announced the association's standing committees for 1932-33. Mr. Martin, who is business manager of the *Corsicana Daily Sun*, appointed the following:

S. W. Papert, Dallas, manager, Texas Daily Press League, general chairman of the program committee for the 1933 convention at Del Rio; Julian LaCrosse, *Del Rio News*; Walter Adams, *Texas Druggist*; Forney; Ralph Bray, *Mission Times*, and George L. English, *Stamford Leader*, other members of the program committee.

Printing committee—J. L. Dean, *Cleburne Times-Review*, chairman; T. W. Dunlap, *Walnut Springs Hustler*; Frank W. Grimes, *Abilene Reporter and News*; J. S. Hair, *Irving Herald*; John F. Hart, *Commerce Journal*; John F. Lubben, *Dallas News and Journal*.

Legislative—Boyce Martin, *Corsicana Sun*, chairman; E. Hinrichs, *Breckenridge American*; Fred Landers, *Estelina News*; W. L. Martin, *Carrollton Chronicle*; C. C. Hudson, *Iowa Park Herald*; Sam A. Roberts, *Haskell Free Press*; J. H. Weber, *Goliad Advance-Guard*; R. K. Phillips, *Weatherford Democrat*.

Memorial—Mrs. Ross Woodall, *Huntsville Item*, chairman; Frank E. Burkhalter, Baylor University school of journalism, Waco; Arthur Bagwell, *Plano Star-Courier*; W. N. Beard, *Southwest Magazine*, Fort Worth; W. H. Carpenter, *Comanche Chief*; James E. Kelly, *Stanton Reporter*.

## AIDED OFFICER'S FAMILY

The *Rock Hill (S. C.) Evening Herald* has turned over \$277.90 to Mrs. Elliott Harris, widow of a rural policeman of York county, S. C., who was shot while in performance of duty. The money was raised by public subscription.

## NEWMYER HEADS RELIEF

Arthur G. Newmyer, general manager and associate publisher, *New Orleans Item and Morning Tribune*, has just been chosen by Governor O. K. Allen of Louisiana as general chairman of the state-wide unemployment relief committee which is to be in full charge of the disbursement of a \$12,000,000 emergency relief fund. Mr. Newmyer has already served for two years as a member of the executive group administering the New Orleans Welfare Committee, which has fought destitution by providing from one to four days' work a week at \$2.50 a day on quasi-public jobs for the unemployed heads of families in the city.

## SUES OVER NAME OMISSION

Gould & Newman, New York attorneys, filed suit in Supreme Court, New York, last week to recover \$250,000 from the New York Telephone Company as damages caused by the omission of the law firm's name from the summer telephone directory. An injunction was also sought to restrain the telephone company from issuing any more of the directories not listing the firm. A representative of the law firm said the telephone company had turned down a suggestion that it enclose a memorandum with its monthly bills to subscribers giving the name, address and telephone number of the law firm.

## MARKS 100th ANNIVERSARY

The *Tiffin (O.) Daily Advertiser*, celebrated its 100th anniversary Aug. 4 with a centennial edition and a complimentary dinner for employes and a large group of Ohio newspaper publishers. The daily was founded as the *Seneca Patriot* in 1832 and was followed two years later by the *Independent Chronicle* and *Seneca Advertiser*. The *Seneca Advertiser* was first issued in 1842 and as the *Daily Advertiser* in 1886. E. T. Rogers is president of the daily.

## COMPLETES 20 YEARS IN TRADE WORK

**Thomas E. Dunwody Joined Technical School Because of Wide Knowledge in Problems of Printing and Publishing**

Thomas E. Dunwody, director of the Technical Trade School, Pressmen's Home, Tenn., and editor of the *American Pressman*, technical printing publication, recently completed his 20th year of trade educational work.

Mr. Dunwody joined the Technical Trade School as an instructor, after he had considerable experience in the south in all branches of the printing industry. He had served as assistant, apprentice or journeyman in bindery, composing room and pressroom, and had also been the publisher for a short time of a country newspaper. He joined the technical school staff in order that he might be able to give wider range to his experience, and to pass on his knowledge to others.

In the school he soon became responsible for all the instruction. In his early days, as now, he was continually experimenting and conducting researches, and keeping careful data on his and his associates' work. In addition to pressroom instruction, he studied other publishing problems—management, paper, ink, etc., often meeting opposition to his activities.

Mr. Dunwody is frequently consulted by machine manufacturers, paper and ink makers, plate manufacturers and others when they are confronted with a specific problem. Printers and publishers call on him regularly for his opinion on such matters as building design, equipment selection, machinery arrangement and production problems.

## TO HOLD REGIONAL MEETINGS

**Six Conferences Planned For Pennsylvania Publishers This Fall**

For the purpose of discussing the economic situation, newspaper operating costs, labor wage scales, advertising rates, and other timely topics, members of the Pennsylvania Newspaper Publishers' Association will hold six regional meetings in the state, beginning Saturday, Sept. 24.

A general program to be carried out at all the meetings, including discussion of about 50 subjects, has been prepared by the P.N.P.A. Central Office. Three of the meetings will be for daily newspaper publishers and will be attended by the president of the Association, Walter W. Krebs, of the *Johnstown Tribune*, and by the manager, William N. Hardy, of Harrisburg. The weekly meetings will be attended by Braton R. Gardner of the *Montrose Independent*, vice-president of the P.N.P.A.

The sessions are as follows:  
Dailies: Districts 1 and 2—Bethlehem, Monday, Sept. 26.  
Districts 3 and 4—Sunbury, Susquehanna Country Club, Monday, Oct. 10.  
Districts 5 and 6—McKeesport, Hotel Penn McKee, Monday, Oct. 3.  
Weeklies: Districts 1 and 2—Collegeville, Saturday, Sept. 24.  
Districts 3 and 4—Selinsgrove, Steele Science Hall, Susquehanna University, Saturday, Oct. 8.  
Districts 5 and 6—Aliquippa, Woodlawn Hotel, Saturday, Oct. 1.

Regional directors will preside at all meetings. They are: H. B. Farquhar, *Bethlehem Globe-Times*; Lewis Dewart, *Sunbury Daily*; State Senator William D. Mansfield, *McKeesport Daily News*; E. S. Moser, *Collegeville Independent*; Marion S. Schoch, *Selinsgrove Times*, and Mrs. Margaret C. Hoover, *Aliquippa Gazette*.

## CHANGES HEADLINE TYPE

The *Hackensack (N. J.) Bergen Evening Record* made its appearance this week in new head dress. Century Bold extra condensed, Century Bold condensed and Century Bold italic are now being used. At the same time the *Record* adopted a 12-em column. A 4 per cent saving in paper is expected.

# The Great American Family



## *Brass Tacks, Hard Pan, Rock Bottom*

★ (Reading time, 2 minutes, 30 seconds. Sales possibilities, tremendous.)

Let's be fair with ourselves. Let's look facts frigidly in the face.

From a business standpoint we are down to brass tacks, hard pan, rock bottom. Something must be done about it. Old methods won't work. We must do our job, but we must do it differently. Necessity has forced us down to fundamentals.

Agreed? Then listen.

In these days of close discrimination between essentials and non-essentials, newspapers are practically the only commodity on which the public has not curtailed. Indisputable evidence of necessity.

Newspapers print all that pertains to the family, to the prosperity and progress of the community. They are therefore an integral, indispensable part of the life of society at large.

Uncle Sam says there are thirty million families in the United States.

385 morning newspapers offer a daily net paid circulation of 14,391,417. 1,543 evening newspapers reach, for the greater part, 24,274,256 heads of families. 509 Sunday newspapers go into 25,676,674 homes.

More than 257 million circulation every week, not counting the 9 million estimated circulation of weeklies—an average of practically 1 1/3 newspapers daily for every family in the United States, and complete coverage on Sunday of the English reading homes.

The 10-year growth in morning, evening, and

### These newspapers insure the best of service

- |                          |                            |
|--------------------------|----------------------------|
| AKRON BEACON-JOURNAL     | DALLAS NEWS                |
| ALTOONA MIRROR           | DALLAS JOURNAL             |
| BOOTH NEWSPAPERS, INC.   | DETROIT NEWS               |
| BOSTON HERALD-TRAVELER   | GANNETT NEWSPAPERS         |
| BRIDGEPORT POST-TELEGRAM | HARTFORD COURANT           |
| CHATTANOOGA TIMES        | INDIANAPOLIS NEWS          |
| CHICAGO TRIBUNE          | LOUISVILLE COURIER-JOURNAL |
| CINCINNATI ENQUIRER      | LOUISVILLE TIMES           |
| CLEVELAND PLAIN DEALER   | MILWAUKEE JOURNAL          |
| CLEVELAND PRESS          | NASHVILLE BANNER           |

THE NEWSPAPER is the MARKET PLACE of



# Family Follows the News . . .



National advertisers anxious to increase sales; manufacturers who have come to appreciate the absolute necessity of intensifying markets for their manufactured products, have here the means of doing this with no added expense from inflated rates and with a tremendous increase in reader interest.

Worried executives, harried sales managers, need only to face these facts to insure increased volume in sales and profits.

Today, newspapers represent the most economical, the most efficient, the most effective means known for the stimulation of sales.

Complete coverage. No waits. No waste. No worry. Tested mediums. Speeded sales. Quick cash. What an opportunity for men of decision—men of action—to concentrate, cover, sell!

Sunday newspapers has amounted to four, six and seven millions respectively.

In that same time, despite the unusual increase in expense in every department of newspaper making, with the probable exception of news-print, average advertising rates for newspapers have advanced less than 1/2 of 1% annually.

Through newspapers alone merchants and manufacturers can completely cover the country, or any given territory, at a reasonableness of price not approximated by any other known method of publicity.

## —the most complete coverage of their communities

NEW YORK DAILY NEWS	SPOKANE SPOKESMAN-REVIEW
NEW YORK HERALD TRIBUNE	SPOKANE DAILY CHRONICLE
NEW YORK SUN	ST. PAUL DISPATCH
NEW YORK TIMES	ST. PAUL PIONEER PRESS
NEW YORK WORLD-TELEGRAM	TRENTON TIMES NEWSPAPERS
OMAHA WORLD-HERALD	WESTCHESTER NEWSPAPERS, INC.
PITTSBURGH PRESS	(8 DAILIES)
PROVIDENCE JOURNAL	WATERBURY REPUBLICAN
PROVIDENCE BULLETIN	WATERBURY AMERICAN
RICHMOND (VA.) NEWS LEADER	YOUNGSTOWN VINDICATOR



AMERICAN FAMILY



# OUR OWN WORLD OF LETTERS

THE *Saturday Evening Post* may justly be called the prize trade paper of America. The current issue proves it with two intensely interesting business articles. Kenneth Collins of R. H. Macy & Co. writes on bargain selling of shoddy goods under the title "What Price Quality?" with special attention to department store laboratories. And Gareth Garrett in "Notes of These Times" forgets momentarily his patriotic hatred of Europe and tells what he saw in New England where recovery from the depression has been so much more rapid than in other parts of the land. Be sure to read his interview with the toy-jobber in Providence who says, "Never before had children so many pennies. Very easily explained. The shaving of retail prices. Things at 49c. 29c. and 19c. and the loaf of bread that used to be ten cents and is now seven."—R.W.

ISHBEL ROSS takes us for a ride around the world in her delightful novel, "Promenade Deck," published by Harper & Brothers. Day-dreams, unfulfilled, of a world cruise might be realized by stowing away on the great liner "Marenia" and shoving off to strange ports. The behaviour of a group of restless people gives full play to Miss Ross's skill in characterization. On board a cruising ship, romance, tragedy, comedy and satire cross-grain the patterns of life.

Ishbel Ross is a familiar by-line to newspaper readers. *New York Herald Tribune* reporter for years, she covered many famous stories in the East. Her husband is Bruce Rae, city editor of *New York Times*.—C.F.

"THE *Journal* of Arnold Bennett, 1896-1910" (Viking Press) is the first of three volumes which are bound to be of great interest to everyone who makes a living by writing and by observing his fellow men. Not so good a book as Anthony Trollope's "Autobiography," which is probably the best description ever written by and of an automatic, perpetual-motion writing machine; but of course Bennett is more interesting because he is more modern. He leaves out so much, though. There's hardly anything about his experiences as editor of the magazine called *Woman* and very little about his contributions to newspapers and periodicals. Probably his surprising sympathy with French literature and life is the most notable thing in the first volume. And the miscellaneous observations! For instance in 1897 he reports that an American tells him that "the *New York Herald* existed simply as an advertising medium . . . the *Tribune*—no sale, no influence, no nothing. . . . To my mind the *Philadelphia Ledger* is the best paper in America." The two American reviews of "Clayhanger" to which Bennett looked forward with most interest were the *Boston Evening Transcript* and the *Chicago Post*.

He describes in 1896 the two great popular journalists of Britain, Newnes and Harmsworth (later Northcliffe)—"Newnes, the very type of the middle-aged prosperous bourgeois, with full flamboyant brown-grey beard and greying hair; a pleasant, comfortable face, not strikingly shrewd. Harmsworth (director of 14 weeklies reaching 3,300,000 copies, and three daily papers) with the head of a poet and thinker; blond hair; quiet, acute, self-contained; a distinguished look about him. One would take him for a *Saturday Reviewer* or the editor of some *Yellow Book*, a young lion of the people-despising kind, a contemner of popular taste and of everything that caught the public fancy. Never did a man's appearance so belie his true character. He cannot be more than 30. He, too, had a pleasant, good-natured

face. One felt that it would be good to talk to him." Bennett's "Journal" is a book to dip into, uneven, but when it is good, it is very, very good.—R.W.

BAR none, the ablest and keenest criticism of overproduction that has come under my eyes is in this month's *Atlantic*. The title, "Put Your Husband in the Kitchen," and the author, Helen Keller, might rouse your curiosity, but would certainly never lead you to expect what you actually get. How in Heaven's name can a woman deaf and blind and dumb obtain the material for so realistic, thoroughgoing and common sense a picture of capitalism and its follies? Miss Keller imagines a modern captain of industry applying his ideas of production "to the home—the one field which men had not touched with their organizing genius."

Mr. Jones, brought up on a farm, surprised at the labor saving devices of the modern kitchen, finds he can bake ten nut cakes as easily as his mother made one. So he makes ten—"to take advantage of plant capacity"—but has difficulties in distributing the excess production.

"Reorganizing the economic system," says Miss Keller, "is largely up to the men . . . and, if they are unable to accomplish the task, we women shall have to send them into the kitchen for a few lessons in common sense economics." Her point of view is particularly amusing when one remembers how Stuart Chase has criticised the maker of home labor-saving machines for giving more capacity than can be used.—R.W.

"PLANNING for the Newsprint Industry," by Stanley T. Frame in *Harvard Business Review* for July has a general interest as a study of a non-profitable industry with concrete suggestions for stabilization. The newspaperman will find a special interest in the statistics of newsprint per capita consumption in the United States—six lbs. in 1890; 16 in 1900; 25 in 1910; 50 in 1923; 60 in 1926; 62 in 1929; 52 in 1931; and about 48 in 1932. Mr. Frame tries to work out an index based on advertising linage and circulation—since there are no satisfactory figures on space devoted to newtext alone or to newtext and advertising, that is, total number of pages. He establishes two estimates of future consumption, 1932-40: a minimum and a maximum—and at the very close of his paper tells us that the minimum is not quite low enough considering the decrease from 1931 to 1932. These estimates take for granted that there is no possibility of any aggregate circulation increase, except as population increases. Is this open to question?—R. W.

## Assurance •

The unequalled service offered the publisher through our Engineering Department is backed by a well established company which has successfully catered to newspaper plant owners for forty years. This is your assurance of a dependable service you can rely on with full safety

Write selling house nearest you  
**American Type Founders Company**  
 VISUALIZERS AND PLANNERS

### WIRES IN COURTROOM

#### Special Preparations Made for Miami Murder Trial

(Special to EDITOR & PUBLISHER)

MIAMI, FLA., Aug. 2.—Direct wire service from the circuit court room here was installed by the Associated Press, International News Service and United Press for the trial of William Newton Lancaster, British aviator, for the murder of Charles Haden Clarke, Miami "ghost writer," which opened today.

Rex Saffer, Miami A.P. correspondent, Harold M. Farkas, Miami U.P. correspondent, and Larry Smits, I.N.S. correspondent, will cover the trial for their services. It is expected to last about ten days.

Francis P. Malone, city editor, *Miami Daily News*, and Arthur H. Peavy, courthouse reporter, *Miami Herald*, will cover the trial for their papers.

### GANNETT PROFITS DOWN

Report of the Gannett Company, Inc., and subsidiaries for the six months ended June 30, issued last week, showed combined net profit after depreciation, but before interest, amortization and income tax, of \$649,308, compared with \$856,110 for the corresponding period of last year. The figures include equity in the undistributed net profit of controlled companies. After interest, amortization and all taxes, net profit was \$422,861, against \$498,034 in the 1931 period.

### REPORTER A CANDIDATE

Richard W. Thomas, of the *Brooklyn (N. Y.) Daily Eagle* staff, was named last week as the Republican candidate for Congress from the seventh Kings District to oppose the Democratic incumbent John H. Delaney. Mr. Thomas is 25 years old, just recently passing the minimum age under which he could become a candidate. He has covered county courts and the district attorney's office for the *Eagle* several years. He will keep his job during the campaign.

### TRIBUNE ADDS NEW PLANK

#### Chicago Daily Wants "Return to American Form of Government"

A new plank to its platform for America has been added by the *Chicago Tribune*. It is: "Return to the American form of government." In an editorial last Sunday, announcing the new plank, the *Tribune* said in part:

"The alteration of the American government by encroachment may prove to be one of the most momentous facts of history, although during the process the people may not perceive what is being done. The United States has changed more in 50 years than England has in 500. The American case is one of the swiftest modifications without revolution ever known.

"There is now a form of government which is more nearly akin to the Russian soviets than it is to the system provided in the constitution. It is a government by commissions amply supplied with money and endowed with authority to rule by decree and quasi-judicial decisions."

### RANCHER WINS LIBEL SUIT

Tried for the third time, a libel suit against the *Houston Chronicle* resulted in a \$14,000 judgment in district court at San Antonio this week in favor of John Martin, rancher of Victoria, Tex., the plaintiff. The first two trials resulted in larger judgments. The case grew out of a story concerning imported cattle and the spread of the hoof and mouth disease in South Texas several years ago.

### A. H. DODGE IN HOSPITAL

Amos H. Dodge, of the Great Northern Paper Company, New York, is in Presbyterian Hospital, Newark, N. J., recovering after an operation for appendicitis performed July 28. Complications surrounding his illness have been dissipated, and he was reported this week to be making favorable progress.

The advertisement for Wood Dry Mats features a central logo with the text "WOOD DRY MATS" and "ALWAYS UNIFORM" flanked by two figures. Surrounding the logo are several newspaper clippings, including:
 

- "NAB MAN IN DOWNTOWN BANK HOLDUP"
- "\$25,000 Bail for Port Henry Nurse on Forgery Charge"
- "NORVATT SENTENCED TO SERVE TERM IN AUBURN PRISON"
- "The Circus Falls Times"
- "LUNCH ROOM IS DAMAGED BY EXPLOSION WHEN GANGS RESUME WAR IN SARATOGA"
- "Quincy Patriot Ledger"
- "The Salt Lake Tribune"
- "THE SARATOGIAN"
- "SARATOGA GIVEN THIRTY-DAY RACE MEETING"
- "WOOD DRY MATS"
- "THE POTTSVILLE JOURNAL"
- "STANDARD SENTINEL"
- "ROCHESTER POST-BULLETIN"
- "HOUSE NEARS ADOPTION OF TAX BILL"
- "The Erie Eagle"
- "FIVE PERISH IN SPRINGFIELD FIRE"
- "Pittsfield To Get Another New Industry"

 Below the clippings, the text reads: "Our laboratory tests of Wood Dry Mats are supplemented by tests conducted in many newspaper plants throughout the country. That is why they satisfy." At the bottom, the logo "WOOD" is prominently displayed above "FLONG CORPORATION" and "HOOSICK FALLS, N.Y." To the right, it says "Moistening Equipment" and "Scorchers '64' Parting Powder".



**This Entire Advertisement Was  
Set on THE NEW INTERTYPE  
MIXER—Model F-4 s.m.**

**Without  
Changing  
Magazines**

• There's a lot of other profitable things that you should know about this remarkable new Intertype achievement—the Model F Mixer. The new Intertype Mixer booklet will prove interesting to those who must get out a paper on time and adhere to the requirements of a rigid cost budget.

INTERTYPE CORPORATION  
360 Furman Street, Brooklyn, N. Y.  
Chicago • New Orleans • Boston  
San Francisco • Los Angeles

**THE PROGRESSIVE  
INTERTYPE**

*Made its way by the way it's made*

Set in Intertype Bodoni Family

**THURSDAY'S SPECIALS**

Dark Brown  
is newest in

**Polo  
Coats  
\$16.50**

All-wool coats—in the new brown—or classic natural color... silk lined... with wide lapels, raglan sleeves, and the double-breasted effect we're all wearing now!

Sizes 14 to 20

Kiltie Green  
is ravishing in this

**Frock  
\$19.50**

Kiltie green Canton crepe frock—very French-looking with its exquisite tucking. The neckline is the most flattering we've seen this season.

Sizes 36 to 46

Also in brown, navy blue or black

Bias  
is the smartest cut in

**Slips  
\$2.95**

Four slenderizing models... and they're real beauties. French-finished crepe de chine... with Alencon patterned laces.

Sizes 32 to 44

Tea Rose, Petal Pink, White

Some like them short—  
Some like them long—and

**WELTLESS  
Adaptfit Stockings  
\$1 pair**

can be adapted to just  
the right length of your leg

Lovely light, sheer, elastically perfect stockings... with six inches of garter space, divided into four sections by picoted stop runs. If you're tall you'll like them full length. If you're short you can turn over the tops at the picoting... and because they're weltless there is no bulkiness!

Should a run start in any of the four sections of the adjustable garter top... it can't go beyond the picoting. Narrow French heels... cradle soles. Sizes 8 to 10  
TROPIQUE . . . PASEO . . . PETER PAN  
MATIN . . . DOVER . . . GUNMETAL

**INTERESTED IN  
OMELETTES AND SOUFFLES**

Then you'll be interested in hearing  
our delightful guest

*Friday Afternoon at Two O'Clock  
On the Seventh Floor*

**Mrs. Lily Haxworth Wallace**

*Director of Domestic Science, Women's World Magazine*

Will talk informally and demonstrate her marvelous recipes.

Mrs. Wallace's book "The Woman's World Cook Book" will be on sale in the section... the price, \$2.50

## Circulation

## MILWAUKEE CHARGES HEARD BY A.B.C.

Special Committee Adjourns Without Taking Action Pending Filing of Briefs In Case By Both Sides

(Special to EDITOR & PUBLISHER)

CHICAGO, Aug. 1.—After devoting the day to listening to charges brought against the *Milwaukee Sentinel-News* by the *Milwaukee Journal* regarding Audit Bureau of Circulation reports, the special committee appointed to conduct the investigation adjourned at Chicago late last week without taking action, pending the filing of briefs by both sides in the dispute. The hearing will be continued as soon as the committee receives the briefs and a report is expected to be ready for the board of directors within two weeks.

The audit dispute was referred to a committee at the June meeting of the board, following the request of the *Journal* that no A.B.C. audits for the *Sentinel-News* be issued because of the past conduct of the business. Audits of *Milwaukee* newspapers are about to be closed for the 18-month period ending March 31, 1932. The committee appointed to investigate the *Journal's* charges is composed of the following: Arthur Ogle, Bauer & Black; J. A. Dickson, E. R. Shaw, H. A. Sprague, *St. Joseph News-Press*; and Howard Stodghill, *Louisville Courier-Journal and Times*.

At the June meeting, the *Journal* filed a petition to arrest release of the *Sentinel-News* audits on the ground that the records of those newspapers over a number of years past were such as would justify non-release of the current report and suspension of the newspapers from membership. The petition was referred to the committee which has given the *Sentinel-News* the required 10-day notice with a transcript of the specific charges. The proprietors of the *Sentinel-News*, standing on their rights under the by-laws, have filed notice that, if their audits were held up, they would expect the audits of all other *Milwaukee* newspapers to be held up also.

## Daily Host To Orphans

The *Worcester* (Mass.) *Evening Post* and the Sells Floto Circus management were hosts to 500 orphan children in Worcester, July 27 at the circus. Miss Anna M. Hurley of the Post staff supervised the party, assisted by three Post reporters, nine nurses and Miss Ruth Comtois of the Children's Hospital at Philadelphia. Special police were assigned to care for the children.

## To Represent Atlanta

Miss Maxine Land, 21, won the screen tests recently conducted by the *Atlanta* (Ga.) *Constitution*, for the selection of a girl to represent Atlanta in the Hollywood screen tests, where the final winner will play in the screen version of H. G. Wells' "Isle of Lost Souls."

## Running Industrial Series

The *Sedalia* (Mo.) *Democrat-Capital* is using a series of 15 articles about the city's industries. The articles are based on material collected by R. Kenneth Evans, newspaperman and business analyst, who has been making a survey of the city's industrial advantages.

## Daily Featuring Carriers

In a series of articles, the *Asheville* (N. C.) *Times* is introducing to the people of Western North Carolina the carriers who deliver their newspapers. Pictures of the carriers are carried with the articles.

## Carriers Guests At Carnival

Sixty carriers of the *Council Bluffs* (Ia.) *Nonpareil* were guests of the show management and Rainbow Post No. 2, American Legion, at a carnival July 28.

## RUNS SUBSCRIBERS NAMES

## Huntsville Times Finds Practice Draws New "Subs"

Henry P. Johnston, publisher of the *Huntsville* (Ala.) *Times*, has found in carrying on a special campaign for rural circulation that publication of the names and addresses of new subscribers is a strong inducement to their friends.

Making a special offer to 10,000 R.F.D. boxholders during July, he made a practice of publishing lists of those who responded, giving the name, town and rural route of each.

"I have had no less than half a dozen people come in and say that they had seen so-and-so's name in the paper, and consequently wanted to subscribe themselves," he commented. "One man went so far as to tell me that his wife wanted him to subscribe in her name in order that Mrs. So-and-so would not outdo her."

## Buffalo Carriers Visit Akron

A group of 76 carrier boys of the *Buffalo* (N. Y.) *Evening News*, winners in a recent circulation contest, were the guests of the daily on a two-day trip to Cleveland and Akron. While in Akron they visited the hangar of the dirigible *Macon*, now being constructed, and in Cleveland witnessed an American League baseball game. Otto M. Walter, assistant circulation manager, chaperoned the group, assisted by John G. Smith, Thomas Letto, Albert Maltbetsch and Floyd Brown.

## Salt Lake Boys See Olympics

A group of boys from Salt Lake City are witnessing the Olympic Games as the guests of the *Salt Lake City Deseret News*. More than 20 of the group were winners in the recent subscription contest and the others are members of the Junior Pentathlon, Utah section, sponsored by the daily. The party is chaperoned by James H. Kirkham, assistant general manager, Ralph Whitney, circulation manager and James Hodgson, assistant sports editor of the daily.

## Police Halt Sale of Extra

A group of newspaper boys selling the *Youngstown* (O.) *Vindicator* extra editions on the Washington B.E.F. eviction, were themselves ordered out of Ellwood City, Pa., by police for what they termed "noisily hollering the extra which the morning papers had carried."

## Popularity Contest in Charlotte

The *Charlotte* (N. C.) *Observer*, is sponsoring a popularity contest for girls in which the winner will receive the title "Miss Charlotte" and will be given a free vacation trip to Bermuda. The contest is being run in cooperation with local merchants.

## Annual Outing For Boys

More than 150 carrier boys and agents of the *Washington* (Pa.) *Observer and Reporter* were the guests of the papers at the annual outing held in Washington Park, July 26. W. P. Wilson, circulation manager of both papers, was in charge.

## Entertained 15,000 Children

With approximately 15,000 boy and girl members of the *Dayton* (O.) *Herald Birthday Club* as their guests the daily and the Lakeside Park management were hosts at the Club's annual outing recently.

## Dailies Sponsor Tournaments

The *Frankfort* (Ind.) *Morning Times* sponsored the annual city tennis tournament July 31. The *South Bend* (Ind.) *News-Times* last week sponsored a city junior golf tournament.

## Holding Puzzle Contest

The *Boston Sunday Advertiser* is staging a Presidential jig-saw puzzle with 50 automobiles offered as prizes.

## Outing For Carriers

Seventy-five carriers of the *Madison* (Wis.) *Capital Times* held their annual outing at Olin Park, Aug. 1.

## NEW RAIN INSURANCE

## Revised Policy Gives Protection Up to 50% of Expected Volume

Newspapers which have had experiences in connection with local advertising events, where rain insurance has been taken out to cover possible losses in the case of unexpected and sudden rains, will be interested to know that a new form of policy has been devised by some of the insurance companies which make up the Rain Insurance Association, and which is specially intended to cover risks where but a 50 per cent loss in income or sales volume may be expected, instead of 100 per cent loss and coverage. It is expected by the companies that this type of policy will stimulate the use of rain insurance by stores and others who advertise special occasions or unusual ones.

The new form provides that liability must commence and end with even hours, such as 2 p.m. to 8 p.m., and not 2:30 p.m. to 8:30 p.m. The form does not permit insuring for two separate periods on any one day.

Only cities having U.S. weather bureaus and rain gauges can have this kind of insurance, and only the government gauges will be recognized in determining the volume of rain in case of a claim under the proposed new policy.

No allowance will be made, as in the case of former rain insurance set-ups, for the anticipation of an expansion of a coming event, in sales volume or income.

## Daily Rewarding Carriers

*Jersey City* (N. J.) *Journal* newspaper-boys, who live up to the regulations of the newspaper, are rewarded with weekly theatre parties. The regulations are: prompt delivery of the *Jersey Journal* every day, treating *Journal* subscribers courteously and prompt collections every week. During school terms, they are also required to obtain above the average in a majority of their studies.

## J. H. Keen Promoted

J. H. Keen has been named managing editor of the *Philadelphia Daily News*, by Lee Ellmaker, president. Mr. Keen has been with the paper since its organization seven years ago as city editor, drama and feature editor.

## Fresh Air Fund Benefit

The *Memphis* (Tenn.) *Evening Appeal* sponsored a benefit night of July 27 at the Tri-State Fair Grounds for its fresh air fund, which is used to give vacations to underprivileged children.

## Street Name Contest In Toledo

The *Toledo News-Bee*, is conducting a contest in which competitors are required to identify the names of Toledo streets from cartoons carried daily in the *News-Bee*. Cash prizes will be awarded.

## 603 COVERING OLYMPICS

## 250 of That Number Represent Foreign Newspapers

Six hundred and three working newspapermen are in Los Angeles covering the Olympiad. Of these 250 are from foreign countries and the rest are Americans. Japanese newspapers have the largest foreign delegation. One Japanese publication has 17 reporters present.

It is estimated that approximately 250,000 words a day are being filed by the correspondents.

The cable facilities are being used extensively by the Japanese, European, Australian and other reporters. Western Union has 24 automatic printers in use and 20 Morse outfits. Postal has four printers and 70 Morse sets.

William B. Byrne, formerly of the *Cleveland Press*, and W. M. Barnett, of the *Los Angeles Express and Examiner*, act as guides to newspapermen in the Olympic village where strict rules regarding visitors are enforced.

Cameras are being allowed on the field in restricted numbers. Telephoto connections are expeditiously placed for transmission of pictures throughout the world.

## ASKING FOR VICE TIPS

## City Vigilance Committee Using Classified In Schenectady

Using classified advertisements in newspapers to help gather evidence of lawlessness, a vigilance committee was being organized in Schenectady, N. Y., this week. The first advertisement, read as follows:

"Civic Vigilance Committee requests all persons having information as to open violations of the law, horse rooms, places of ill repute, slot machines and other forms of vice, or who are in sympathy with the vigilance movement to communicate in confidence with Box Union-Star."

Dependable

# FORSTER NEWSPAPER VENDORS

Profitable

---

Used by Leading Newspapers

Manufactured by

**FORSTER MFG. CORP.**

Pittsburgh (9) Penna.

CLEAN CIRCULATION CAMPAIGNS

*Judge Our Service*

"by the Company We Keep"

**Another Real Publisher...**

—from Joseph T. Murray,  
The Daily News-Index, Evanston, Illinois

"Now that your company has served us for the third time, we feel that it is our privilege to recommend it, the methods and the holding of circulation. Our field here publishers contemplating the building and the holding of circulation. Our field here is particularly difficult and we may state truthfully that your plan and its execution recognized no obstacles. Your service has given us a total of 3,918 bona fide new subscribers, and \$76,640.95 in cash."

## The Charles Partlowe Co.

Circulation-Building Experts

Sixth Floor, Occidental Building, Indianapolis, Indiana



## Advertising Agencies SEES BIG LINAGE IN AIR CONDITIONING

**J. C. Chambers, Frigidaire Manager, Says Advertising Must Be Used to Sell Idea—Predicts Wide Growth for New Industry**

Advertising possibilities in the new field of air conditioning were outlined this week by J. C. Chambers, manager of the air conditioning division, Frigidaire Corporation, Dayton, Ohio.

Predicting that development of selling volume will be based on heavy advertising linage in both magazines and newspapers, he pointed out that air conditioning will be advertised not only by the makers of equipment, but by business houses of all sorts that have installed such equipment, using that point as an argument in drawing trade. As an instance he cited two Dayton restaurants which are using large newspaper space to attract public attention to their cooling equipment. Both are showing increases in business.

He also pointed out the magazine and newspaper advertising of several eastern railroads based on air conditioning in their best trains.

"A further potential source of advertising," he said, "will be the changes that will come about in the building industry because of the influence of air conditioning. Designs and construction methods undoubtedly will be changed somewhat and the insulating of buildings to be constructed will be planned. The public will have to be sold on these new ideas by advertising."

"From the revenue standpoint of newspapers and magazines, the attractive thing about air conditioning is that it is a brand-new activity. The men who are conducting the research and engineering experiments, the workers who are manning the production tracks in the factories, the salesmen who are selling and the service men who are installing, are not throwing other men out of work because air conditioning equipment replaces nothing now in use."

"It is a virgin field for employment, manufacture, selling and advertising, and with a great educational program to be conducted through advertising copy it presents a challenging bid for new ideas in both selling and advertising."

"Economists, industrial and financial experts, sales geniuses, far-thinking architects, engineers and builders frankly state they believe air conditioning will have within a few years a place comparable to those now held by the radio, the telephone, the automobile or the electric refrigerator."

"Already a considerable amount of air conditioning advertising has made its appearance, although this newest industry is still an infant. If it should follow electric refrigeration in its development, it will be a big user of both magazine and newspaper space within the next few years."

"Try to imagine a man with the means to have and operate an automobile who would refuse to purchase one. It just isn't in the picture we are used to and we consider anyone with the wherewithal to have automobile pleasure eccentric if he doesn't. The same will be true with air conditioning."

Sales efforts for Frigidaire air-conditioning equipment this year are confined mostly to cities of 100,000 population or more. Advertising, prepared by the Geyer Company, Dayton agency, has included copy in *Time*, *Fortune*, *Business Week*, *Collier's*, *New Yorker*, and the *Journal of the American Medical Association*, plus spot newspaper advertising placed by distributors in their cities.

The newspaper copy has tied in with weather developments, and also with important installations of equipment. An example of the latter was a five-column advertisement in New York newspapers on the use of air-conditioning in the main salesroom of Rev-

illon Freres, Fifth Avenue fur dealers. The copy pointed out that trying on furs was an unpleasant task in hot weather, and that customers could be made more comfortable by air-conditioning as a matter of business.

## "HER HERO" SIGNS BEING REPLACED

**Richmond Mayor's Attack on Billboard Display of Bovine Amours Fizzles Out as Poster Contract Expires**

(Special to EDITOR & PUBLISHER)

RICHMOND, Va., Aug. 3.—Mayor J. Fulmer Bright's campaign against the billboard advertising of Bull Durham smoking tobacco has been disclosed as a tempest in a teapot—a tempest which would have blown away anyhow whether or not the mayor had yielded to the pleas of citizens shocked by "Her Hero."

All these signs, which depicted bovine adoration, were scheduled to be replaced Aug. 1, officials of the American Tobacco Company in New York disclosed, and already have been replaced with cigarette posters.

Before the matter of morals came up, the contracts for the "Her Hero" posters ran out, about two weeks ago, and only the delay in getting the boards re-postered enabled anyone to view with alarm.

Company officials regarded the flurry as free advertising of unpurchasable quality.

The presence of the "Her Hero" menace apparently was not detected until correspondents in a Richmond newspaper's "Voice of the People" section pointed out how insidious it was for the citizenry to look upon a gentle cow gazing in admiration at old Bull Durham depicted on a billboard.

## "Hol-Hi" Schedule Extended

A six-week extension of newspaper advertising in 24 papers from coast to coast was announced this week by the Wilson-Western Sporting Goods Company, Chicago. The campaign, inaugurated early this spring, was originally planned to end in July. The successful results obtained through newspaper advertising of the "Hol-Hi" golf ball have warranted the company in extending its weekly schedule of 100 lines for another six weeks, L. B. Icely, president, announced. United States Advertising Corporation handles the account.

## Smack Corporation Appoints

The Smack Corporation, 295 Madison Avenue, New York, makers of ice-cream machinery, especially for manufacturing and wrapping ice-cream novelties, has appointed Reimers, Whitehill & Sherman, Inc., as advertising and merchandising counsel. Promotion work will not be limited to the sale of machinery but will also include developing and marketing new ice-cream products.

## Montgomery Ward Quits Air

Montgomery Ward Company, Chicago, has not renewed its radio program contract, following the expiration of the one-year contract with National Broadcasting Company for the chain program, "Beautiful Thoughts." Lord & Thomas agency handles the Ward advertising account.

## Urges Cooperative Advertising

Cooperative advertising and selling by all California prune growers has been advocated by Prof. H. R. Tolley, director of the Giannini Foundation of Agricultural Economics, University of California, following a survey by the Foundation's staff of agricultural economists.

## Jerome B. Gray Moves

Jerome B. Gray & Co., Advertising, Philadelphia, moved their offices on Aug. 1 to the Philadelphia Saving Fund Building, 12 South Twelfth street. They will occupy the entire Market street front of the ninth floor.

## NEW RIT CAMPAIGN

**60 Newspapers To Get Copy The Last Week In August**

A newspaper advertising campaign in 60 papers, starting the last week in August, was announced this week by the Rit Products Corporation, Chicago, manufacturers of dyes, cleaning compounds of various kinds and related products.

The fall sales promotion program will include newspaper advertising, averaging between 200 and 300 lines copy, in important markets throughout the country. Cartoon style of copy will again be featured. While some magazines are to be used, Rit Products major advertising appropriation will be expended in newspapers. Critchfield & Company, Chicago agency, handles the account.

## Plans Advertising Campaign

In support of a five-year campaign to advertise rice, rice millers in Arkansas, Louisiana and Texas may ask millers in the three states to contribute three cents on each barrel purchased. Such a plan was endorsed recently at Galveston by rice industry executives meeting with Carl Williams, member of the Federal Farm Board. Announcement of the decision was made at Lake Charles, La., by Homer Brinkley, manager of the American Rice Growers Cooperative Association. Brinkley said the rice industry through a cooperative advertising campaign might dispose of its surplus to domestic consumers, without depending upon foreign markets.

## Esty Opens Agency

William Esty, who recently resigned as vice-president of the J. Walter Thompson Company, New York office, has established a new advertising agency under the name of William Esty & Co., at 6 East 45th Street, New York City.

## G. E. Davison Joins Gray Agency

George E. Davison, recently with the Philadelphia staff of Rudolph Guenther-Russell Law, Inc., has joined Jerome B. Gray & Co., taking charge of this agency's financial advertising department.

## Barcalo Beds To B. B. D. & O.

The Barcalo Manufacturing Company of Buffalo, N. Y., manufacturer of beds and bedding, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising agency.

## Remington Agency Appointed

The Wm. B. Remington agency of Springfield, Mass., announced its appointment to handle the advertising of the Bria-Shops Co., Inc., of Whitensville, Mass.

## Charms Appoints Sumner

Charms Company, Newark, N. J., large manufacturer of hard candies, has appointed the G. Lynn Sumner Company, Inc., New York, to direct its advertising.

## Bissell Sweeper Appoints

The Bissell Carpet Sweeper Company, Grand Rapids, Mich., has appointed Young & Rubicam, Inc., to direct its advertising account.

## Bell-Ans Account Placed

Bell & Co., Orangeburg, N. Y., manufacturers of Bell-Ans, has placed its advertising account with Anderson, Davis & Hyde, Inc., New York.

## Open Detroit Office

Young & Rubicam, Inc., New York, opened an office at Detroit. Edwin Cox and Neil Mulhern will be associated with the office.

## Raney Returns to Buffalo

Bates Raney, who has been with the United Press for the past two years, has returned to the staff of the *Buffalo Times*, of which he formerly was city editor.

## BUYERS' PREFERENCES SHOWN BY SURVEY

**Cleveland News Completes Comprehensive Study of Brand Sales In Local Market—Questionnaire Method Used**

A picture of how national advertisers of food products have swayed buyers' preferences is presented in "Kitchen Secrets," published by the *Cleveland News* on the basis of a comprehensive study of brand preferences in the Cleveland market.

For a long list of foods, including seven subdivisions of cereals, eight beverages, five kinds of bakery products, and numerous classifications under staples, meat products, dairy products, canned goods, soaps and cleaners, as well as electrical equipment, the booklet gives the brands best liked by housewives. In nearly every instance the leaders are brands which have established and maintained themselves by vigorous and continued advertising. Despite the fact that the three leading chains of grocery stores were reported to be regularly patronized by an aggregate of 87 per cent of the consumers listed, and only 7.2 per cent of buyers dealt with independents exclusively, the private brands of the chains in most instances ranked well below the nationally advertised makes. In some classifications, old favorites which had failed to maintain their advertising ranked far down the list.

In some instances a large percentage of consumers reported "no choice," which was interpreted as meaning that they did not use that kind of food, or that an opportunity was being overlooked by food advertisers.

The study was based on a questionnaire distributed to members of the News Home Institute, with a promise of a saucapan to each one answering. Answers were distributed into five income groups on the basis of rental classifications, and the distribution was checked by known factors about the Cleveland population and the News circulation. The tables show preferences in each income group from A paying \$66 a month or more, to E, paying \$20 or less.

## Medal to Mrs. P. B. Peters

At an installation dinner of the Philadelphia Club of Advertising Women, Mrs. Pauline B. Peters, president, was presented with the Poor Richard Silver Achievement Medal before 125 members by Norbert A. Considine, vice-president of the Poor Richard Club, as a token of appreciation of her cooperation during the past year on the Advertising Institute programs. The installation ceremony was conducted by Miss Helen M. Rockey, newly elected vice-president of the Advertising Federation of America. Mrs. Peters was re-installed as club president, and Miss Nan M. Collins, Roland G. E. Ullman Advertising, as vice-president. The others installed were: Miss Clare V. Fey, Stewart-Jordan Co., treasurer; Miss Ruth A. Hogeland, *The Country Gentleman*, secretary; Miss Elsie Weaver, Thomas Royal & Son, recording secretary; Miss Margaret M. Lukes, Philadelphia Electric Co., director. Miss Edith Ellsworth, Miss Ethel Jefferson, and Mrs. Edna Hill Mason serve again as directors.

## Analyzes Linage Trends

T. D. Palmer, national advertising manager, the *New York Times*, in an interview at Dayton, O., recently asserted that the efficacy of newspaper advertising in producing sales has been proved by the depression. Mr. Palmer said linage figures showed that newspapers have done far better than magazines in holding fast against reduced advertising appropriations. He explained that gains have been made in national shoe advertising, insurance, men's wear, steamship and tourist and tires and added that one of the largest classifications to hold up very well was food advertising.

## AD-VENTURES

By ROBERT S. MANN

PROTESTS that science in advertising often consists of too much advertising and not enough science, are contained in the August number of *Industrial and Engineering Chemistry*, the journal of the American Chemical Society, of which Dr. Harrison E. Howe is editor. The comment is pointed by reference to two recent advertising campaigns—one "a series dealing with harmful impurities—acids, mercury, arsenic, and splinters—reputed to have been found in many brands of toilet tissue," and the other having to do "with heat and irritants in cigarette smoke." In both cases it is held that certain of the advertising claims are not borne out by the facts available.

"Generalities, qualitative results, and exaggerated claims woven into an explanation of the report constitute little more than a prostitution of science," says the article. "The habit of copy writers in giving their own interpretation of data too often leads to the publication of opinion rather than a statement of confirmed fact, with the result that a scientist who may have made a perfectly honest and bona fide report finds himself to exploited and advertised with the product as to lose caste with his associates."

SPECIAL broadcasting rates for programs before 9 a.m. have been discontinued by the National Broadcasting Company as of Aug. 1, it is announced by Roy C. Witmer, vice-president in charge of sales. A new rate card shows evening rates unchanged from those previously in effect, and lists all programs from midnight to 6 p.m. at one-half the gross rate. Formerly programs between 1 a.m. and 9 a.m. were charged only one-third the gross rate.

The change was decided upon, according to Mr. Witmer, because of conclusive evidence that the radio audience before 9 a.m. is "of proportions at least equal to that of other daytime periods."

NEW items in the field of cooperative advertising is the joint promotion by four New York hotels of the Grand Central zone as New York's finest hotel center. The Waldorf-Astoria, the Biltmore, the Roosevelt, and the Commodore have commissioned Kenyon & Eckhardt, Inc., to prepare an international advertising campaign on this point.

READER income data taken from six of the newspaper surveys published by the American Association of Advertising Agencies has been re-assembled and is now issued (at \$10 each) by the association in a chart presentation. The purpose is to enable buyers of space to compare and visualize the results of the surveys more readily. First of the three charts for each city shows a breakdown of each paper's cir-

ulation among income classes by percentages. The second chart gives the breakdown by actual amounts of circulation, and the third shows ratio of circulation to families in each class.

The six cities covered by the surveys were Boston, Buffalo, Detroit, Philadelphia, St. Louis, and Washington.

**F**OUND! A Way to Remove Red Ink," is the heading on an advertisement being published in numerous newspapers represented in the Bureau of Advertising, A.N.P.A.

A sub-heading says: "This simple depression remedy was discovered after examining the earnings statements of fifty companies." The body of the advertisement is based on the Bureau's study recently issued under the title, "They Made It Pay—and How."

After citing a dozen companies which earned increased profits by using newspaper advertising, the copy goes on: "Why are these advertisers finding newspapers the answer to depression? In their own words, because (1) newspapers realize immediate sales, (2) newspapers spot the profitable markets, (3) newspaper advertising can be adjusted to daily business changes." Copies of the Bureau's report, recently reviewed in EDITOR & PUBLISHER, are offered free to business men.

### D. P. BROTHER JOINS AGENCY

General Motors Executive To Be Campbell-Ewald Officer

D. P. Brother, director of the General Motors Corporation's advertising section, has joined the Campbell-Ewald Company, Detroit, as vice-president and member of the executive committee, it is announced by H. T. Ewald, president and general manager of that agency.

Mr. Brother first joined General Motors in 1919, later going to the Hyatt Roller Bearing Company as assistant sales manager of the tractor and implement division. He became a member of the General Motors sales section in July, 1927, and had been director of the advertising section since it was formed in June, 1930.

W. W. Lewis, of the sales and advertising department of the Cadillac Motor Car Company, will succeed Mr. Brother in the General Motors position.

### NEW MEXICO MEETING

At the semi-annual meeting of the New Mexico State Newspaper Association held in Clovis, N. M., July 22-23, the group endorsed a bill to be offered in the legislature ordering publication of official minutes of county and city commission meetings and a bill to provide for the publication of delinquent tax lists. A constructive advertising program for the state was advocated. Karl F. Guthman, publisher, *Roy Record*, is president of the group. The next meeting will be held in Santa Fe.

### A.F.A. HONORS HODGES

Directors Review Work of Retiring Chief, Make Him Life Member

Resolutions honoring Gilbert T. Hodges, retiring president of the Advertising Federation of America, who became chairman of the A.F.A. board, have been adopted by the A.F.A. directors, who also presented him with a certificate of life membership. The resolutions included acknowledgments to William T. Dewart and the executive board of the *New York Sun* for making it possible for Mr. Hodges to devote his efforts so largely to the A.F.A. during his two terms as president.

The resolutions, drawn up by a committee headed by Joseph H. Appel, of John Wanamaker's, New York, reviewed the services of Mr. Hodges thus: "During the two most difficult business years within our memory, he carried out courageously an enduring and constructive campaign for the improvement and better understanding of advertising as an economic force in distribution and a service to the public generally—accomplishing this end with a balancing of the Federation's budget and actually with a surplus in the treasury."

"In a year when many business organizations were forced to forego their usual conclaves, he planned and brought to fruition, with the aid of his loyal associates, a convention of mutual interests that has been termed the high mark in the field of advertising."

"Under his administration there was brought about a much-needed reaffirmation of Truth in Advertising and Fair Practices in the art of competitive selling, as a codification and practical application of the high aims and ideals which must every dominate organized advertising."

"He enlarged the departmental activities of the Federation. He held closely together and strengthened the mutual interests of the Advertising Clubs in their membership, so widely scattered over the country. He developed a better

esprit-de-corps. He added to the goodwill of advertising among the people generally. He placed on a sound, practical basis, through the Federation's Bureau of Research, the principles of Education in Advertising, without which advertising cannot endure, and he carried this principle into practice by the series of public presentations throughout the United States, not only to the workers in advertising but to the consuming public whom they serve."

### DAILY HITS SECRET PAROLES

The granting of secret paroles by the California Prison Board was condemned by R. W. Jimeron, *San Francisco Examiner*, at Governor Rolph's inquiry into the board's activities. Mr. Jimeron declared more than 80 per cent of the controversies involving the board could be eliminated by "complete and sincere publicity." The matter was taken under advisement by the governor.

### AD TIPS

Anderson, Davis & Hyde, Inc., 265 East 42nd Street, New York. Now handling account for Bell & Company, Orangeburg, New York, manufacturers of "Lell-Ans."

Batten, Barton, Durstine & Osborn, Inc., Northwestern Bank Building, Minneapolis. Will make up lists during August and September for McLaughlin Gormley King Company, Minneapolis, manufacturers of Ever Green, Pyroclide No. 29 and Solocide.

Hazard Advertising Corporation, 295 Madison Avenue, New York. Handling account for the Structural Gypsum Corporation, Linden, N. J., and the Zenith Company, a subsidiary.

Lenner & Mitchell, Inc., 17 East 45th Street, New York. Will place account for Life Savers, Inc., Port Chester, N. Y., after September 1st.

Lord & Thomas, 247 Park Avenue, New York. Placing account for the RCA Victor Company, Inc., Camden, N. J.

Ruthrauff & Ryan, Inc., 405 Lexington Avenue, New York. Placing account for Lehn & Fink Products Company, New York, "Hinds" creams.

Memo:  
Use Science  
Service coverage  
on the sun's eclipse  
Aug. 31 - and all  
other science.  
It is right. Good copy  
and good science  
SCIENCE SERVICE  
Washington, D.C.

### CERTIFIEDS GIVE 100% VALUE

Ease in molding, speed in scorching, facility in casting, make Certified the best "buy" in dry mats because they mean real economy in time and money.

If you are not now using Certified in your stereotype foundry we respectfully suggest that you try some and verify their 100% value giving quality.

CERTIFIED DRY MAT CORPORATION  
340 Madison Avenue ~ ~ New York, N.Y.  
For dependable stereotyping use Certified Dry Mats

MADE IN THE U.S.A.



**DAILIES DRAW BUYING CROWDS TO STORES**

(Continued from page 7)

campaign being conducted by the Lennox Furnace Company, Syracuse branch, and the Syracuse Lighting Company, a unit of Niagara-Hudson Power Company. In preparation for new mixed gas rates (natural and artificial gas) to be effective in October, both companies are aggressively advertising the advantages of heating homes by gas, and latest reports indicate that from 2,000 to 2,500 inquiries for estimates have been received. Grant W. Ernst, advertising director of the *Syracuse Post-Standard*, points out that as a result of the gas-heating activity, some 200 men have gone back to work at the local Lennox factory. Newspapers, radio, street cars and posters are being used with newspapers doing the major part of the job. Syracuse Lighting Company copy is being prepared by Batten Barton, Durstine & Osborn's Buffalo office, and Lennox Furnace schedules are emanating from the Syracuse office of Soule, Feeley & Richmond, advertising agency.

The Syracuse Merchants' semi-annual Dollar Day, backed up by advertising in the three Syracuse newspapers on July 12, turned out unusual crowds for this time of year and retail volume was very satisfactory. Stores were crowded all day.

A recent fifteen-day sale of shoes by the A. E. Nettleton Company, manufacturers, through their Syracuse retail outlets, resulted in the sale of over 2,500 pairs with a modest advertising campaign in the three Syracuse dailies, the *Herald*, *Journal* and *Post-Standard*.

Evidence of money available for purchases was given by the experience of Lakeview Memorial Park, a new cemetery development of the modern type just outside Camden, N. J. This company, according to W. L. Tushingham, vice-president of the *Courier-Post* Newspapers, has sold close to \$300,000 worth of burial lots since last September. Weekly newspaper advertisements were the only form of promotion used.

The Hurlley Store, headquarters in Camden for a group of large stores in Trenton, Atlantic City, Wilmington, Bridgeton and Wilkes-Barre, recorded a tremendous success for its pre-inventory sale which closed the month of June. The dollar volume, according to the store's message to the *Courier-Post* Newspapers, was larger than that of any three successive days in the history of the store—and the store is 45 years old.

And as an indication that renewed activity in the use of lumber is in evidence, the same newspaper reports how a five-line classified advertisement sold 150,000 feet of lumber for the Levin Woodworking Mill, in a Camden suburb.

William E. Corss, a Camden home furnishing store, increased its newspaper advertising 500 per cent for its annual July clearance sale of rugs and other floor coverings, and reported the best business on this event for the past ten years.

Futermicks, Camden women's and children's wear store, in the main business section, using only limited newspaper space generally, was so well convinced of the effectiveness of his try-out of a regular weekly cooperative page advertisement on "Suburban Day" specials, he authorized the use of his name as reference for the present-day effectiveness of newspaper advertising.

The Sterling Beauty Shop of Camden, from a three-line classified advertisement running for six days reported 51 sales of permanent waving. The *Courier-Post* carried a "permanent wave week" special, in which 27 beauty parlors participated.

Hopeful signs for the absorption of unemployed are reported from Camden, as big industries are reopening. R.C.A. Victor plant reopened on July 24 after a week's suspension for factory readjustments, with over 5,000 on the pay-

roll. An official of the company stated they expected to maintain that force throughout the summer with comparatively good prospects for improved business this fall.

The Campbell Soup Company, closed for the month of July for factory readjustments in preparation for the big tomato season in August, reopened on Aug. 1, with as many employes as were on the payrolls a year ago. The force will be increased throughout August.

The Continental Can Company, which makes cans for the soup company, will increase its force from normal 150 to 350 for its peak season lasting through until October.

Jobs for more than 1,000 men and women are assured through additions to the forces of the Keystone Watchcase Company, the Burlington Silk Mills, and the Furness Corporation of Gloucester, the latter manufacturer of rayers. These are all in Camden County.

The Esterbrook Steel Pen Co. of Camden has added a new pen product to its output and expects to increase its force.

J. Eavenson & Sons, Inc., Camden soap manufacturer, employing 250 hands, is giving its help three and four hours a day overtime and recently worked its entire force Saturdays and Sundays to take care of orders.

The Wm. S. Scull Company coffee roasters with kindred products, reports its volume of business this year as greater than the same period a year ago.

Another example of newspaper advertising doing a worth-while merchandising job is reported to *Error & Publisher* by the *Welch* (W. Va.) *Daily News*, which recently promoted "Welch Bargain Day," sponsored by the Welch Retail Merchants Association.

A 16-page supplement, containing advertisements, shopping hints, fashion notes and stories about the event, was issued by the *News* two days before the sale, and reprints of the supplement were paid for by merchants and distributed beyond the usual shopping territory.

Seventy-five merchants and business houses, including public utilities, participated and were agreeably surprised at the large turnout of shoppers. At a meeting of the Welch Retail Merchants Association following the sale, it was the consensus that "Welch Bargain Day" has been the most successful sales event in the city's history.

**NEW TRIAL REFUSED**

Judge J. H. Clement in Charlotte, N. C., July 28 turned down a petition for a new trial for Col. Luke Lea and his co-defendants and launched an inquiry into reports the defense attempted to bribe the jurors who last August convicted the former Tennessee Senator and publisher, his son, Luke, Jr., and Wallace Davis, of Asheville, for violating the bank laws. Col. Lea and his counsel made sweeping denials of any attempts to influence the jurors. Judge Clement announced he intended learning whether there was any foundation for the charges, contained in affidavits offered by the state in opposing the petition for a new trial.

**APPEALS LIBEL DECISION**

William B. Collins, attorney, who recently sued the *Sheboygan* (Wis.) *Press*, for libel for publishing humorous communications concerning his negotiations with the city, has taken an appeal to the Wisconsin Supreme Court. Judge D. W. Agnew on June 18 decided the case in favor of the defendant. This judgment followed a jury trial in which the *Press* was found guilty and ordered to pay \$9,000 damages.

**DISCUSS FALL MEETING**

Fall meeting of the Indiana Republican Editorial Association will be held in Indianapolis some time between Oct. 1 and Oct. 15, it was decided at a meeting of officers, committee chairmen and district chairmen at Crawfordsville last week. A. M. Smith of the *Crawfordsville Journal and Review*, president of the Association, was host to the meeting.

# The "Turn of the Half-Year" Finds



# "INDIANA Progress" Steady

The "turn of the half-year" finds the people of Indiana largely able to furnish the national advertiser with continuous evidence of the proverbial Hoosier Buying Power—despite the times.

Indiana Progress—both rural and urban—forges ahead steadily. The farmer, though badly in need of taxation relief—is able to take advantage of living costs reduced to the cheapest point in twenty years.

And latest news reports show a continued rise in prices for Indiana's two most important crops—wheat and corn. Also, the present strong advances in hog prices (57% in one month) are adding millions to Hoosier farm production values. The Indiana farmer as a class, has earned income resources which makes his patronage a chief objective of national advertising in Indiana.

Living conditions in city and industrial regions during the past half-year, also reflect Indiana's inherent economic strength. Unemployment has been reduced or held in check in most sections. The worker, in general, has earned fair wages. Some industries have increased production, notably the stone and automobile industries (the latter more recently).

In short, the "situation in Indiana" is such that it presents a mass market of three and a quarter million people worthy of the most discriminating advertiser's attention. And he gets highest possible "attention value" for his goods—by lineage in the Indiana papers given here. They directly influenced more sales of national brands than any other method during the first half of 1932. Give them a "tryout." Start NOW—by contacting with their merchandising departments.

Rates for Circulation lines

- \*Columbus Republican..... (E) 4,743 .03
- \*Fort Wayne News-Sentinel.... (E) 48,201 .12
- \*Lafayette Journal & Courier. (E&M) 24,329 .07
- †Shelbyville Democrat..... (E) 4,287 .025
- \*South Bend Tribune.. (S) 31,016 (E) 32,487 .08
- †Government Statement, April 1, 1932.
- \*A.B.C. Publishers' Statement, April 1, 1932.



## ELLEN SCRIPPS DIES IN LA JOLLA, CAL.

Half-Sister of Founder of Scripps-Howard Newspapers Was 95 Years Old—Aided Her Brothers

Ellen Browning Scripps, half-sister of the late E. W. Scripps, founder of what is now known as the Scripps-Howard Newspapers, died at her home in La Jolla, Cal., Aug. 3. She was 95 years old, and her lifetime embraced a long career of philanthropy and of newspaper work in the days when E. W. Scripps, and James Scripps, her brother, founder of the *Detroit News*, were getting their start.

Robert P. Scripps, president of the Scripps-Howard Newspapers, her nephew, was present when she died.

Miss Scripps was born in London. Her mother died when she was six years old, and a year later, with her father, James Moggs Scripps, and the other members of the family, she went to Rushville, Ill. Her father married Julia Osborn, who was to be the mother of E. W. Scripps. E. W. Scripps was born when Ellen was 18. She mothered the boy and in those days established the close companionship that marked their relations for nearly 70 years.

At the age of 22 Ellen Scripps was graduated from Knox College, to which she later made many gifts and 15 years later, following the death of her father, joined her brother, James, in Detroit. She lent him financial support for founding the *Detroit News* and became a proofreader for the paper, the second penny paper in the country. Five years later she went to Cleveland to assist E. W. Scripps in founding the *Penny Press*, the forerunner of the Scripps-Howard Newspapers.

In those early days in Cleveland she prepared a column of "miscellany"—odd and interesting sidelights on news and people—for Robert F. Paine, editor of the *Press*, who ordered their development, setting aside \$1,200 from the editorial budget each month for this purpose.

Her investments in the newspapers, small as they were, began to bring large financial returns after a time, which together with a large bequest from her brother, George H. Scripps, made her a rich woman. She moved to La Jolla, near San Diego, where she built a beautiful villa overlooking the ocean. She formulated a definite program for the distribution of much of her money, and for many years her gifts have been large.

Her small investment in the *Detroit News* yielded her more than a million dollars which she gave to Claremont College, Cal., as the foundation for the Scripps College for Women. She founded the Scripps Biological Institute at La Jolla, which was subsequently given to the University of California, and gave generous sums to other institutions, charitable organizations, and historical bodies. The farm on which she lived with her family near Rushville, Ill., was given to the town as a memorial park, and recently a community house was built on it in memory of her sister, Virginia.

Recently her fellow townsmen in La Jolla erected a memorial to her. Gifts for the purpose were received in sums ranging from 25 cents to \$50. No gifts of more than \$50 were permitted.

In accordance with Miss Scripps' wish no public funeral was held. Simple, private cremation services were ordered and her ashes were to be scattered over the waters of the Pacific ocean near the home where she spent her last years.

### JOHN PETTIGREW CROAL

John Pettigrew Croal, for 20 years editor of the *Edinburgh Scotsman*, and a well-known British journalist, died in Edinburgh July 30. He was 71 years old. He was Parliamentary correspondent of the paper for twenty-five years preceding his promotion to editor.

### MISS HARRY-DELE HALLMARK

Fashion Writer Under Name of Anne Rittenhouse Dies

Miss Harry-dele Hallmark, 65, who under the pen name of Anne Rittenhouse, was a well-known writer on fashions, died Aug. 1 in Philadelphia. The funeral was held in Augusta, Ga. Miss Hallmark was born in Pensacola, Fla., in 1867, the daughter of Harry and Adele Hallmark, who combined their given names to form the unusual name of their daughter. Her parents died while she was very young and she grew up in Augusta.

She began her career as society editor of the *Augusta Chronicle*. Later she was editor of the woman's page of the *Philadelphia Press* and the *Philadelphia Public Ledger* and subsequently the fashion editor of the *New York Times*.

After joining the staff of the McClure Newspaper Syndicate, Miss Hallmark wrote a daily feature article under the heading "The Well-Dressed Woman," which was used by more than 100 newspapers in the United States and other countries. Meanwhile she also contributed to a number of magazines and wrote a book, which, like her daily feature, was called "The Well-Dressed Woman."

A few years ago Miss Hallmark retired from newspaper work to devote her time to other writing.

### JAMES R. QUIRK

Magazine Publisher and Former Newspaperman Dies on Coast

James R. Quirk, magazine publisher and editor and former newspaperman, died in Hollywood, Cal., of pneumonia, Aug. 1. He was 49 years old.

After being graduated from the Massachusetts Institute of Technology, he entered upon a newspaper career, starting as a reporter on the *Boston Herald* and later becoming city editor of the *Washington (D. C.) Times*. He turned to magazine work then, and became managing editor of *Popular Mechanics*.

In 1914 he took over *Photoplay* magazine, his most successful venture. When he bought it it had about 12,000 readers, and he saw the subscription list grow to more than half a million. He was also the publisher of *Opportunity*, a magazine for salesmen, *McClure's Magazine*, and *Smart Set*, taking over the editorship of the latter from H. L. Mencken and George Jean Nathan. He at one time was the proprietor of an advertising agency in Washington.

## Obituary

JOHN MATTHEWS WOLFERTAN THOMAS, 54, vice-president and managing director of Williams-Thomas, Ltd., outdoor advertisers, tisers, Montreal, died July 29 in that city. He was widely known in Canadian business circles and for his activity in civic affairs.

WELCOME E. PHILLIPS, 75, at one time owner and editor of the *Oriskany Falls (N. Y.) News*, died at his home in Corning, N. Y., recently.

WILLIAM ARTHUR SPEAR, 34, co-publisher with E. C. Pryor of *Western News*, a community newspaper, was electrocuted recently at his Los Angeles home when his foot contacted an electric water heater as he stepped into a bath tub. Mr. Spear formerly was on the staff of the *Fort Smith (Ark.) Times-Record*.

MRS. ETHEL CLEMENT FIELD, 53, wife of William H. Field, publisher of the *Rutland (Vt.) Herald*, died July 28 in Mendon, Vt.

E. E. MONROE, associate editor of the *Springfield (Mass.) Daily News*, died last week in a sanitarium at Newington, Conn., after an illness of three months. He was a World War veteran and was with the *Daily News* for 25 years.

MRS. FLORA M. BEMIS, wife of Charles H. Bemis, of the *Boston Transcript* editorial staff, and formerly

of the *Worcester Telegram*, died July 28 at her home in Wakefield.

RUTHERFORD M. KITTLE, 56, for a number of years editor of the *Philippi (W. Va.) Republican*, and auditor for the West Virginia Tax Commissioner for 18 years, died at his home in Philippi, July 22.

JOHN Q. BAKER, for many years publisher of the *Middletown (O.) News-Signal*, and brother-in-law of James M. Cox, died July 29 at Miami Beach, Fla. He was a native of Cincinnati and bought the *Signal*, a weekly, in 1889 and converted it into a daily. After several years as editorial writer on the *Dayton (O.) News* he returned to Middletown, founded the *News* and later merged it with the *Signal*.

JOE NOVAK, a member of the Social Democratic daily paper *Pravo Lidu*, died at Prague, Czechoslovakia, July 26. From 1910 to 1918 he was an employe of the *Daily Spravednost*, a Czech paper in Chicago.

GEORGE W. BENNER, 77, former Minnesota assemblyman and one time editor of the *Grand Meadow (Minn.) Record*, died at Sacramento, Cal., July 26.

GEORGE HYDE, 36, former San Francisco and Los Angeles reporter who at one time was publicity agent for Aimee Semple McPherson Hutton, killed himself in San Francisco recently in a fit of despondency. He had been out of work for some time.

FRANK HAWKINS, 49, formerly with the *Bay City (Tex.) Tribune*, died recently in Dallas. Burial was at Bay City.

CHARLES EDWARD SCHAEFFER, 44, a representative of publishers for 22 years, died July 25 in Chicago. Among his survivors is a brother, Herbert R. Schaeffer, of Erwin, Wasey & Co., New York.

### ISAAC BROMLEY

Isaac Bromley, 76, former newspaperman and pioneer publicity agent, died at his home in New London, Conn., July 29. He was graduated from Yale in 1881 and joined the *New York Tribune*, of which his father, Isaac H. Bromley, was editor. From there he went to the *Buffalo (N. Y.) Commercial*. In 1888 he organized a newspaper department for the New York, New Haven and Hartford Railroad Company, the bureau eventually becoming the advertising department. He later became publicity representative for the railroad and was retired on a pension in 1915.

### GETS STATE CONTRACT

For the second consecutive year the *Altoona (Pa.) Times-Tribune* has been awarded the contract to supply all photo-engraving work for the Commonwealth of Pennsylvania.

### WILFRED TRACY STOTT

Former Chicago Tribune Staff Member for 23 Years Dies

Wilfred Tracy Stott, 63, formerly assistant city editor of the *Chicago Tribune* and with the *Tribune* staff for 23 years, died at his home in Franklin, Ind., July 27. He was familiarly known in Chicago as "Cap."

He was born in Columbus, Ind., and was graduated from Franklin College, of which his father was president, and served in the Spanish-American War. He taught chemistry for a while in the college and went to Chicago in 1893.

In 1917 he left the *Tribune* to become managing editor of the *Portland (Ore.) Telegram*, with which paper he remained until 1922. In that year he became connected with the National Cleanup and Paint Up Campaign Bureau, then located in St. Louis. Later he edited *The Painter's Magazine* in New York. He is survived by his wife, Mrs. Frances J. Stott, and a son, William Taylor Stott, who live in Franklin.

### N.E.A. HISTORY POSTPONED

Publication of the History of the National Editorial Association, of which Prof. John H. Casey of the Oklahoma University School of Journalism is editor, has been postponed until 1935, the year of the fiftieth anniversary of the N.E.A. Prof. Casey has already put in five years on this work. The original plan was to solicit advertising for the book, and distribute it without charge to publishers, members, schools of journalism and public libraries. Executives of the N.E.A. now are seeking a plan by which the advertising can be eliminated, and the book published in 1935.

### MADE LEGAL GUARDIAN

Mrs. Ruth Hanna Simms, *Rockford (Ill.) Star & Register-Republic* publisher, appeared in Probate Court, Chicago, recently to be appointed legal guardian of her two children, in connection with the trust fund yielding \$50,000 a year each, which they inherit from their great-grandfather, Joseph Medill, founder of the *Chicago Tribune*. They are the children of Mrs. Simms and her first husband, the late Senator Medill McCormick.

### WILL SELECT SECRETARY

A successor to the late Wil V. Tuford, secretary-treasurer of the Inland Daily Press Association, will be chosen at a special meeting of the board of directors in Chicago about the middle of August, the date to be announced later, A. O. Lindsay, *Quincy (Ill.) Herald-Whig*, president, informed Editor & Publisher this week. The directors will welcome applications from qualified persons interested in the position. Mr. Lindsay stated.

# Mayfair Cursive —

## AN ADVERTISING SCRIPT

that will stereotype without danger of broken letters. Your advertisers will enthusiastically welcome the opportunity to use it. Increase local linage by offering them Ludlow Mayfair Cursive, specimens of which will be sent you on request.

# Ludlow

TYPOGRAPH COMPANY  
2032 Clybourn Avenue . . . Chicago, Illinois

Set in Ludlow Mayfair Cursive, Bodoni Black, and Bodoni Bold



**EXPERTS ANALYZE ELEMENTS FAVORING UPTURN**

(Continued from page 6)

larger centers to encourage their best customers to make greater use of bank credit either for commercial purposes or for security commitments. Thus a new force is being interposed against the deflationary blizzard, which has up to the present continued to make for a reduction of bank credit.

"In business there has been no comparable spectacular upturn. Business men cannot see in their ledger experience a counter part of the excitement of the market place, where the main factor has been the revival of hope in a financial world that had become devoid of hope. All American economic history indicates that the percentage rise in depressed securities from panic levels can be staggering.

"In the parade of recovery, there is frequently a long time lag between the first harbingers and actual increase in industrial production, on which re-employment of the idle depends. There is at this time a sound foundation for a recovery in prices. The most essential point is that the move started from an unwarrantably depressed level, which was achieved because the financial mind was deluded by vague fears. The cessation of the gold outflow and the reversal of the trend constituted a turning point. The stoppage of the decline in commodity prices relieved business fears, and made some of the more alert executives realize that perhaps there was more risk in being understocked than in carrying adequate inventories at prevailing prices which were below the cost of production. The ending of Congress without any of the dire results which silly, timid, unthinking reactionaries had conjured up helped to reverse psychology. Then the liquidation of reparations at Lausanne revived international hope.

"Foreigners who were the first to begin to liquidate American securities in September, 1929, after the Hatry scandal in England, were the first to repurchase them this time. The rise in stock and bond prices and the simultaneous continuous decline in brokers' loans indicated that buying was largely for cash by strong interests. This was confirmed by the sympathy which big New York bankers privately showed toward the revival in the markets.

"Unquestionably, the turn in sentiment is making for business decisions which will show up in carloadings and individual bank debits in the Autumn. The far reaching character of the rally is plain; whether it marks the definite turn upward in the business cycle depends on efforts of management in the large to make the most of new opportunities. The Government can help turn the tides by boldly and promptly making loans up to \$1,500,000,000 through the Reconstruction Finance Corporation for self liquidating construction projects under the terms of the Garner-Wagner relief bill.

"Economic recovery will remain only a speculative possibility until vast numbers of the unemployed are recalled from idleness to productive work. I agree with Frank A. Vanderlip who once told me that prosperity consists of

the full employment of labor at high real wages. Until through better planning and through shortening the work day and the work week, the aggregate of work organized is balanced against the labor supply, business prosperity will rest on a frail foundation. Even if this should prove to be the decisive turn upward, the suffering next winter is bound to be large, because savings of the unemployed are exhausted, and many of the gainfully employed are a little tired of giving. Since at best there will be a time lag in recovery, it is the task of political management, in cooperation with business interests, to organize vigorously for relief."

Claude A. Jagger, financial editor of the Associated Press, while declining to make a forecast of current trends, or to express an opinion on the matter, on the assumption that it "hardly seems fitting" coming from a newspaperman "committed to collection and unbiased presentation of all financial news," made the following observations:

"Among the various factors which optimistic business leaders and financiers are stressing at this time may be noted some which were stressed during the several false starts which have been made in the securities markets during the past three years, and some new ones. The current rise in the stock market is the seventh rather impressive rebound which has occurred since the major downward cycle started nearly three years ago.

"An extraordinary aspect of this upturn, according to some leading banking quarters, is that it seems to have been started on its way in an important degree by buying from abroad. This buying started with the agreement at Lausanne, which a number of international authorities in Wall Street regard as representing the first determined effort of the principal European countries to face facts and pull together for economic recovery. Despite the problems yet to be solved, they regard this as a new and decidedly encouraging factor.

"Numerous business and financial leaders express gratification over what they believe to be a growing inclination both at home and abroad to deal courageously with fundamental problems, rather than merely groping in the dark in the hope of stumbling around a corner.

"What are widely regarded as two of the principal deterrents to recovery are: (1) the huge volume of outstanding public and private debt, and (2) the enormous inventories of raw materials. The heavy stocks of raw materials tend to depress prices, and a reduced price level makes the outstanding debt extremely burdensome. The dollar volume of debt, as represented in bonds and mortgages, has continued to grow since 1929, while there has been a drastic decline in the value of commodities which must be produced and sold to meet the debt charges. But optimists in high financial quarters now insist that this debt-commodity situation is being faced, and will be solved.

"A sustained advance in commodity prices would, of course, go far toward lightening the burden of debt. While inventories of raw materials are around record levels, stocks of finished goods have been drastically depleted in many lines, and some optimists hold that once deferred consumer demand is felt, manufacturers will quickly start buying raw materials, and regardless of large inventories, price improvement will follow.

"It may be noted that sentiment has a way of turning hopeful at this season of the year, when the first signs of the usual autumn quickening of industrial activity appear. The better feeling has also been helped this summer by a steady, if gradual, stiffening of commodity prices over a period of weeks. While prices in the aggregate have far to go before reaching prosperity levels, and a rise during the summer is seasonal, this is the first summer of the depression in which there has been the normal seasonal rise, leading some to conclude that the forces of deflation have been largely spent."

Among those whose optimism is genuine and expressed with only minor reservations, is B. C. Forbes, editor of *Forbes'* magazine, and a writer in the *New York American*.

"Has the long-awaited turn set in?" Mr. Forbes asked in his American column Aug. 1. He answered the query in these terms:

"The bond market and the stock market reply with an emphatic 'yes.' The foreign exchange markets give the same pronounced reply. The commodity markets answer 'yes,' but less forcefully. The general trend says 'yes,' but says it only in a whisper."

J. I. Bogen, financial editor of the *Journal of Commerce*, is optimistic, and expects quick business action.

"The physical volume of production on a per capita basis," he said, "is the lowest since 1890. Many industries are operating at a lower level than is required by the minimum volume of replacement work. This cannot go on indefinitely. In my opinion we will soon see a big increase in production."

But before stability returns, Mr. Bogen said, "the major unfavorable forces of the deflation must cease to function." These retarding influences he summarized as follows:

(1) The rapid decline in volume of

bank credit outstanding. As long as the decline continues people will use a large part of their income to pay old debts rather than purchase new goods.

"(2) The decline in foreign trade. While the percentage of foreign to domestic trade is relatively small, it is important to note that the major agricultural staples, such as cotton and wheat, depend upon the foreign market to a large extent. Recovery in the prices of these staples is impossible without economic improvement abroad.

"(3) Cessation of bank failures, which accelerated the depression, and

"(4) Elimination of the weak spots in certain key corporations—railroads, certain public utilities and industrials."

"In all of these," Mr. Bogen said, "a certain amount of improvement has taken place. As long as that improvement continues it is only a matter of

(Continued on next page)



**Cline-Westinghouse  
Double Motor-Drive  
with full automatic  
push button control  
is used by**

**New York World Telegram  
New York, N. Y.**

*Ask them about it*

**CLINE ELEC. MFG. CO.**  
Chicago: 111 West Washington  
Street  
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**UNITED PRESS**

news coverage  
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**The WELFARE COMMITTEE**  
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**INTERNATIONAL  
CIRCULATION MANAGERS  
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Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.


Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

*"The Direct To You"*  
Service

**SEE SYD CLARKE**  
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International Service  
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of The Sun's  
Circulation is  
**CONCENTRATED**  
in the New York  
Trading Area

**The Sun**  
NEW YORK

**CHEMISTS HAVE  
A WORD FOR IT**

TYPE metal being remelted in your plant won't boil up and send the dross to the surface, no matter how much heat you apply, until a potato or a green stick is dropped into the molten mass.

Sometimes newspaper staffs are like that molten metal. Good stuff, often under severe fire, but they never quite measure up to your expectations.

Perhaps you've sensed the need of new blood — a youngster with good training or an older man with country or city experience, a different viewpoint.

Well-trained men of all ages and degrees of experience to suit any editorial or business staff need are quickly available. Write or wire —

Personnel Bureau  
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No Charge to Employers

### EXPERTS ANALYZE ELEMENTS FAVORING UPTURN

(Continued from page 35)

months before the general level of business activity and employment should be higher than now."

One of the lessons taught newspapers by the depression, in Mr. Bogen's opinion, will result in their adoption of a "rational and instructive attitude by handling business news selectively."

"When a factory employs ten more men," he said, "it is misleading for a newspaper to say so in an eight-column head. On the other hand when it is announced that loans and investments have increased \$100,000,000 in a week, this is a major fair weather signal that editors would be remiss to ignore. The public should be told about major business developments as they are told about politics."

"In this way the illiteracy of the mass of readers, including most of the business men, about general economic and financial developments, will become a thing of the past."

And Standard Statistics, in a bulletin issued on the same date, Aug. 1, said:

"Substantially more than one-half of the nation's industries, on an income-producing basis, have come through the depression to date in a thoroughly sound condition, have adjusted themselves to a new cost and sales price basis, and will be able to contribute large amounts to the national wealth and purchasing power in the early stages of industrial revival." On the basis of a thoroughgoing analysis of the conditions of industries in the de-

pression, the Standard Statistics bulletin said that "a further extension of commitments in selected securities is thoroughly justified."

The bulletin, reviewing recent occurrences, said that there have been "fundamental changes which, broadly speaking, must be regarded as the first deep-seated stirring of a revival credit organism, and which under favorable conditions could be followed by a more nearly normal employment of credit by banks institutions, business enterprises and individuals."

### TEXAS DAILY SOLD

#### Paris Morning News Takes Over The Dinner Horn

PARIS, TEX., July 30.—The *Paris Dinner Horn*, afternoon free newspaper, has been purchased by the North Texas Publishing Company, publisher of the *Paris Morning News*, according to a statement given out by A. G. Pat Mayse, publisher of the News. The *Dinner Horn* will be continued as an afternoon issue but will be printed from the plant of the News. Mr. Mayse will continue as publisher of both papers.

Carey H. Snyder, present editor of the *Dinner Horn*, will continue in that capacity. All departmental heads of the News will continue in the same capacity for both publications.

The *Paris Morning News* was established July 10, 1869, and has been published continuously since that time as a morning paper. The *Dinner Horn* was established in 1887 by Walter E. Boyd, who was its publisher.

The News has been under its present ownership and management since April 10, 1929.

### PLANS APPEAL TO U. S.

#### Father of Shanghai Editor Wants Protection Continued

I. R. Isaacs, father of Harold R. Isaacs, editor of the *China Forum*, Shanghai, has announced in New York that he will appeal to the Federal government not to withdraw extraterritorial protection from his son. The editor has been warned by the United States Consul General in Shanghai that unless his magazine ceased making sharp attacks on the Nanking government and lending support to the Chinese Communists' cause, protection would be removed, and the Chinese courts permitted to try him on charges carrying a possible penalty of life imprisonment or death.

The father has asked Representative Fiorello H. La Guardia to take up the matter with the state department. The International Committee for Political Prisoners also is awaiting for the state department's explanation of the case. Editor Isaacs has repeatedly and steadfastly refused to change his editorial policy.

### TEXAS MEETING SEPT. 3

Annual convention of the Texas Circulation Managers' Association will be held in Abilene, Sept. 3, George W. McDaniel, circulation manager, *Abilene Reporter-News* and president of the group, has announced.

### TUTTLE IN CHICAGO

George B. Tuttle, formerly of the Hearst Newspapers at Los Angeles, has joined the *Chicago Herald and Examiner* as assistant to Victor Watson, managing editor.

### CANADIAN WEEKLIES ELECT

Arthur W. Marsh, editor and publisher, *Amherstburg* (Ont.) *Echo*, was elected president of the Canadian Weekly Newspapers' Association at the final session of the 13th convention in Port Arthur, Ont., July 29. Mr. Marsh succeeds S. J. Dornan of the *Alameda* (Sask.) *Dispatch*. Other officers are: Charles Clark, *High River* (Alta.) *Times*, first vice-president; Adam Seller, *Huntingdon* (Que.) *Gleaner*, second vice-president, and E. Roy Sayles, publisher, *Renfrew* (Ont.) *Mercury*, managing director. The *Rosetown* (Sask.) *Eagle*, published by C. W. Holmes, won the Charles Clark Cup. The Savage Shield in competition was awarded to the *Grand Forks Gazette*, the Mason trophy to the *Barrie Examiner*, published by H. J. A. MacLaren, and a special prize for the best front page display was won by the *Yorkton* (Sask.) *Enterprise*.

### COAST GROUP DEFERS MEETING

Due to business conditions, the Pacific Coast Classified Advertising Managers' Association convention has been postponed until the fall, H. J. Harrison, classified manager, *San Francisco Chronicle* and president of the group, has announced. Plans are being made to hold the convention in San Francisco. The exact date will be announced later.

### MRS. W. G. STERETT

Mrs. William Greene Sterett, 81, widow of Col. William Sterett, Washington correspondent for the *Dallas* (Tex.) *Morning News* for many years, died Aug. 2 at the home of a daughter, Mrs. E. T. Staten, in Dallas.



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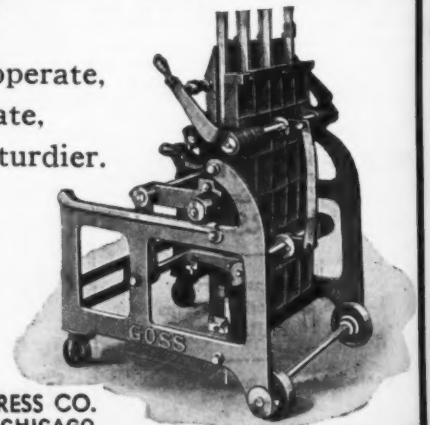
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**NEW PRICE BROS. PLAN BEING CONSIDERED**

**Beaverbrook's Withdrawal of Reorganization Scheme Complicates Conditions — Abitibi Payments Wait**

Lord Beaverbrook last week announced in London that he had withdrawn his plan for reorganization of Price Brothers & Co. The effect of the announcement has been to complicate further the operating difficulties of a large portion of the Canadian newsprint manufacturing industry.

Lord Beaverbrook's reorganization plan was put forward by him June 4 and discussions of it were being held by the interests concerned. He withdrew the plan after he had learned that several security holders and some of the creditors of Price Brothers had disapproved of it.

Directors of Price Brothers met in Montreal July 29 to consider what action is to be taken in view of the changes Lord Beaverbrook's announcement created. "Efforts to arrange for payment of first mortgage bond interest due Aug. 1 have been so far unsuccessful," the directors announced after the meeting.

Postponement for a period of five years of sinking fund payments on the bond issue of \$11,513,600; deferment for five years of dividend payments on the cumulative preferred stock and issuance of income debentures to the company's creditors were the principal features of the plan, which was laid before the shareholders of Price Brothers & Co., Ltd., at their annual meeting in Quebec City.

Since that time there has been considerable criticism of the terms offered. Income debentures in lieu of their claims are not acceptable to certain of the company's creditors, it is understood.

The Abitibi Power and Paper Company, Ltd., in Toronto July 31 issued the following statement in connection with bond interest due June 1 and postponed until Aug. 1:

"In the judgment of the directors, payment of bond interests should be further postponed, pending the final adjustment of the Ontario power service situation and a clearer view of the immediate future of business in general and the newsprint industry in particular.

"Production and deliveries of newsprint for the seven months ending July 31 were the lowest in the company's history. In spite of the consequent adverse earnings, the company during the same period reduced its current bank loans from \$3,400,000 to the nominal amount of \$300,000 as of July 31, 1932.

"The directors fully realize the importance of resuming bond interest payments at the earliest possible moment commensurate with permanence and financial ability, and all efforts of the management are being directed to this end."

**PRESS AID ASKED**

An appeal for the press to unite in a vigorous drive in behalf of tax reduction in all branches of government was made by the National Exchange Club, in the July number of the organization's magazine, *The Exchange*. National Secretary Herold M. Harter, who made the appeal, cited the *Indianapolis News*, which won the 1932 Pulitzer gold medal for effecting tax reductions totaling \$12,000,000 within the state.

**BILL CUTS LEGAL RATE**

The house of representatives of the Indiana legislature, which is in special session for tax relief, has passed a bill reducing legal advertising rates 20 per cent. The bill also repeals the "five year" clause of the Indiana legal advertising law, which provides that a newspaper must have been in existence for five years before it is entitled to legal advertising.

**DROP IN INK SALES**

Value of 1931 Output Was 27 Per Cent Under 1929 Figures

(Special to EDITOR & PUBLISHER)  
 (WASHINGTON, Aug. 4.—Printing ink output in 1931 represented a drop of 27 per cent in value in comparison with 1929, according to a preliminary tabulation of statistics collected in the 1932 census of manufactures and made public today.

The Census Bureau reported that the 1931 production was worth \$29,595,330 as against a figure of \$40,698,391 for the last preceding biennial census year. No figures were available for the quantity of ink manufactured in either year.

Preliminary reports indicated an increase in the number of manufacturers

of printing inks, but the Census Bureau advised that figures which showed 157 establishments in 1931 and 147 in 1929 were not strictly comparable because the 1929 figure did not include branch plants producing printing inks from base ink.

The number of wage-earners employed in these plants fell off 11 per cent, from 2,448 to 2,186, and the payroll showed a drop of 15 per cent, amounting to \$3,347,563 in 1931 as against \$3,957,185 in 1929. Expenditures for materials, containers, fuel, and electricity declined 27 per cent and the value added by manufacture 29 per cent.

A drop of 49 per cent occurred in the production of "other products" by United States ink manufacturers in 1931 over 1929.

**EDITOR & PUBLISHER**

**Classified Advertising RATES**

SITUATIONS (Cash with Order)

- 1 Time — .50 per line
- 3 Times — .40 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

- 1 Time — .75 per line
- 4 Times — .60 per line

Count six words to the line

White space charge at same rate per line per insertion as earned by frequency of insertion. Minimum space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any copy.

**Brokers**

Two Honest-to-Goodness Bargains—One evening, one weekly, earning 12% after deducting all expenses, including owner's salary and depreciation. Price reasonable. J. B. Shale, Times Building, New York.

**Circulation Promotion**

The W. S. Kendall Company, 104 N. Bailey Ave., Louisville, Ky.—Circulation Builders—Creators and sole owners of The Kendall Plan.

No "forced circulation," no premiums, no cut prices, no bargain offers, no inducement of any type to the subscriber. Every subscription secured in a PARTLOWE PLAN campaign is sold to the subscriber through unusual salesmen and saleswomen, strictly upon the merits of the publication. Charles Partlowe added circulation is clean circulation. Charles Partlowe Company—Circulation Specialists for over 23 years—Indianapolis, Indiana.

Promotion now, to bring "better times." Hudson De Priest & Associates, world's record circulation builders, 246 5th Ave., N. Y. C., and Central P. O. Box 1212, St. Louis.

**For Exchange**

Wanted—If you wish to sell your paper and live in Florida, I have a good proposition. Will exchange one of choicest hotels in St. Petersburg for daily or weekly. Hotel easily operated (no dining room). C. L. Ryder, Cobleskill, N. Y.

**Help Wanted**

Classified—An eastern newspaper of 28,000 circulation has an opening for a young man who can sell classified advertising and promote a growing classified section. D-518, Editor & Publisher.

Circulation—Carrier boy promotion man—one with plenty of initiative, experience and ability. Must be able to teach carriers salesmanship and increase circulation. New Jersey evening newspaper. City of 45,000. D-502, Editor & Publisher.

**Situations Wanted**

Advertising and business executive—Eighteen years' experience with metropolitan papers. At present employed. Thorough knowledge of local, national and classified markets. An organizer, leader and salesman. D-513, Editor & Publisher.

Advertising Manager—employed and showing increases right now, seeks better connection with daily in Middle West city up to 100,000. Unusually successful production records my recommendation. Convincing references. Many years in local and national. Age thirty-three. D-508, Editor & Publisher.

Advertising Manager—Builder of Inage—This advertisement is directed to any newspaper owner who is tired of depression alibis and who desires to make a courageous and effective fight for business. For two years, I have been Advertising Director of the New Bedford Times with an outstanding record. Among other important connections, I was 7 years Advertising Manager of the Syracuse Herald and 4 years Business and Advertising Manager of the Worcester Evening Post. In each case showing an impressive development of Inage. I can produce increased business, along sound lines, anywhere. Ample references as to ability and character will be furnished. Address George N. Graham, c/o Editor & Publisher.

**Situations Wanted**

Advertising Manager—With many years' experience on New York City newspapers, desires position in similar capacity in or outside of New York City. Having force and a broad practical experience in handling sales staff and lead advertising staff with utmost efficiency. For references apply H. A. Ahern, 80 Cranberry St., Brooklyn, N. Y.

Advertising Manager—For publisher of daily in city of less than 50,000. Thoroughly competent young advertising man; 10 years' complete experience in handling sales staff of metropolitan daily. Knows problems facing merchants. Knows sound promotion, building of good-will and cooperation with paper's other departments. Aggressive, responsible, permanent, married. Excellent references. Modest salary or production agreement. D-503, Editor & Publisher.

Advertising Manager—Executive producer, knows Local, Classified, National, thoroughly. Seeks change affording good opportunity in city 25,000 to 100,000. D-515, Editor & Publisher.

Advertising Salesman—Business producer. 13 years' selling display and classified. Age 31. College graduate. D-511, Editor & Publisher.

Assistant Advertising Manager or Secretary—Thoroughly competent advertising woman. One who can carry out instructions or organize and successfully direct others. Has special knowledge and experience in merchandising campaigns, direct mail, and radio. Good correspondent and public speaker. Intelligent worker—excellent references. D-501, Editor & Publisher.

Boy Sales Manager—Capable of installing department. Best of references. Magazine and newspaper experience. D-520, Editor & Publisher.

Circulation Executive Home Delivered Circulation—From actual experience, have developed a system of carrier boy organizations, which is very conducive to the promotion and maintenance of circulation, as it is also an application of common sense, making for real economy in the operation of the circulation department. Will submit a detailed record of my experience and ability, either by mail, or in a personal interview at my expense. D-500, Editor & Publisher.

Circulation Manager—Sixteen years' experience, metropolitan, smaller dailies. Thoroughly experienced every phase promotion, service. Strong on Boy promotion. Not a chair warmer. Initiative, character and ability. Produce maximum results at minimum cost. Married, go anywhere. References. D-521, Editor & Publisher.

Circulation manager available. Capable of handling circulation from one to twenty thousand, economically, sanely, with results. J. E. King, 709 Francis St., W. Palm Beach, Fla.

Circulation manager—experienced, available for newspaper needing increased carrier circulation and revenue. Write today. C-904, Editor & Publisher.

Classified Manager—who has done unusual work promoting departments—getting the business that sticks, installing accounting and collection systems. Holds losses to 1%; has stopped Saturday slump due to Sunday issue; "trades up" unit of sale. Weekly fee basis or managership. D-505, Editor & Publisher.

Copy Reader—Make-up and news editor. All Consolidation victim. D-507, Editor & Publisher.

Desk Man, copyreader, rewrite, experienced small town, metropolitan papers. Last 2 years Associated Press filing editor—three languages—European experience—can handle sports, finance, features, wire, do any job any paper. Best New York references, aged 30, married. Go anywhere, any reasonable salary. D-519, Editor & Publisher.

Editor, with youth, experience, intelligence, integrity and guts. D-510, Editor & Publisher.

Editor—Desk Man—Reporter—Ten years' city newspaper experience. Former staff correspondence for INS, UP, Chicago Tribune, St. Louis Globe-Democrat, Kansas City Journal-Post. Until May 1 editor of a business, financial journal in western state. Graduate in business administration, large state university. Specially qualified to write stories of business, finance, politics. Reasonable compensation and willing to go anywhere, size of paper immaterial. D-516, Editor & Publisher.

**Situations Wanted**

Editor, Business Manager, country weekly, 27, married, university graduate, desires change. Combination cartoon-editorial, or news preferred. Experienced rewrite, desk. References, sample. Go anywhere. Write William H. Burns, Mountainhome, Pa.

Editorial—Small city daily, metropolitan, county weekly. State editor, telegraph. Advised lover, managed contests. References. Cannot sign checks, but reads well. Twenty-nine, not a drifter. D-512, Editor & Publisher.

Editorial—Young newspaperman, 23 years old, graduate of University of Missouri, with two years' experience on city daily newspaper as reporter, desires to make connection on the reporter staff of a newspaper. Experience and opportunity desired, salary not of primary importance. Haden Moise, Jr., 408 Madison Street, Jefferson City, Mo.

Editorial Writer (Republican) wants job for 1932 campaign. Make offer. A-1. D-506, Editor & Publisher.

Linotype operator—beginner, seeks opportunity. Mergenthaler training, Michaels, 24 Fillmore Place, Brooklyn.

Newspaper executive—Experienced in advertising, business management and editorial direction, wishes connection as business manager, advertising manager or advertising salesman. Clean record showing ability to make and hold business friends, build advertising volume and manage salesmen. University graduate, married, age 36. Merger caused by rapid growth of applicant's newspaper makes change necessary. D-514, Editor & Publisher.

Reporter—4 years' experience news and sports. Go anywhere. D-509, Editor & Publisher.

Women's Page Editor—Experienced columnist—practical circulation getter. Club, university, teaching and advertising background. Features in press and quality magazines on the home, building, interior decorating, children, family relations, food, fashions, gardens, recreations, notables in the feminine world. D-517, Editor & Publisher.

**Mechanical Equipment For Sale**

For Sale, because of consolidation, one Goss high speed straight line unit type, sextuple 48-page press; also full equipment including motors, stereotype equipment, turtles, etc. Press complete \$25,000 f.o.b. Racine. Now standing on the floor. On application, complete list of equipment will be sent. We also have five linotypes and three intertypes, sale prices ranging from \$50.00 to \$1950.00. Also monotype type and sort caster, with motor, number of molds, over 20 fonts of display matrices, etc. Price complete \$3300.00. Also one monotype material making machine with border mats, material molds, motor. Price complete \$1950.00. Also proof presses, Rouse rotary miterer, Miller saw trimmer, Potter proof press, foundry press, etc. Address J. H. Heim, care of Journal-Times, Racine, Wisconsin.

Newspaper press and stereotyping equipment, also linotypes. Priced very low. Star, Terre Haute, Ind.

Photograving equipment for sale. Complete plant of any part Miles Machinery Co., 480 West Broadway, N. Y.

32 page Hoo straight line press, stereotype and electrical equipment and chases; cut off and page same size as New York Times. At bargain. Mason-Moore-Tracy, Inc., 28-30 East 4th Street, New York City.

**Equipment Wanted**

Wanted to Buy: One dry mat roller. Must be cheap. No dealers. C-977, Editor & Publisher.

**NEWSPAPER PROPERTIES**

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**Palmer, Suter & Palmer**

Business Established in 1899  
 350 Madison Ave. New York

**Advertise Now**

When publishers are thinking about Fall business. Sell yourself through a Classified ad, the most economical method of covering the entire newspaper field.



By MARLEN PEW

**E**LSIE ROBINSON recently wrote in her column: "You get bored, don't you—sick of the same old thing happening day after day? Often you wish you had been born in some more exciting time, when things were really happening."

Miss Robinson confessed she didn't feel that way, but assumed that most folks do. For one, I do not. In truth, life has never entertained me more than at present and if someone would suggest a trip to the South Seas, Majorca or the dense tall-pine country of the Northwest, most agreeable of all scenes, I should say nay if absence from the present thrilling game of life were to be prolonged. I would not care to be separated from the run of the news, as it is published in our cities, even for 24 hours. The breaks are too rapid, events too interesting. Life is being played, now, right in the open. Men and institutions are accurately revealed. Most of the camouflage of high places is down. Things I have long believed to be true, but could not prove, are being exposed as facts in almost every edition of every newspaper. Some things I have vaguely suspected as being true, but hoped weren't, frequently are shown up. It's like a game of stud poker after many hours of draw. We realize, when we read and think in these days, pretty definitely what kind of a civilization the race has been able to develop after centuries of effort to subdue the animal and emulate the Perfect Man.

**L**AST week's famous victory of U.S. arms, cavalry, tanks, gas and flame throwers, over a shabby and undernourished army of grown-up children, provided as stimulating reading as this generation of democratic citizenship has been favored with at any time. Righteous indignation, perhaps the second or third grand emotion, was certainly supplied by this story to all whose hearts have not been too long in tanbark. Some of us saw too many thousands of such simple-minded, direct-action, flag-waving boys, now veterans, march down Pennsylvania and Fifth Avenues, only yesterday it seems, to forget their heroism today. I happened to learn about too many individual instances of intrinsic human sacrifice during the draft to permit ingratitude so soon to cloud vision. I assisted in making too many solemn promises, real and implied, to the A.E.F., all calculated to impress the soldier-mind with the holy cause, to forget in only 15 years those long-term notes.

**W**HEN, in recent weeks, stubborn "cause spirit" (a part of the soldier's training when Germany was the foe) was leading the B.E.F. to an inevitable crash, my trusting soul laid a bet at short odds with my more experienced self that, come what may, our enlightened government would never, never shoot veterans of the World War, nor with it add to the tears of post-war disillusionment, nor, at the point of gun and sabre run these credulous patriots out of the National Capital, which they think they own. My trusting soul argued that even a hard-boiled administration would not want this bald chapter written in permanent history. My experienced self, however, urged that history would be dull indeed if men of destiny had failed to employ the power of force at their command, usually to serve momentary expediency.

When T.S. lost the bet to M.E.S. it was exciting and I found myself buying all editions reaching Times Square. From circulation reports

I learn that millions of citizens were similarly stirred. The event has developed a hot controversy between those who do and those who do not think it was quite all right for the proudest government under the sun to treat its former fighting forces more roughly than old-school sheriffs were used to treating professional hoboes. To me it seemed an unhappy fact that Washington could not support its share of tin-can camps of destitute people. The War Department might be interested in surveying the unemployed cantonments in the flats east of Chicago, or in Jersey dumps, or on the outskirts of most big cities, where homeless men for many months have been allowed to lay their heads without complaint from kindly local governments.

But, of course, all logic, all law, all rights (including the Scandinavian) were on the side of the Federal Government when it raided the mischievous lads of the B.E.F. Nothing can be said against this gallant violence, except one little sentimental fact: Mr. Lincoln, as every school child can tell you, demonstrated that patient and loving forbearance of numbing, stumbling and even perverse grown-up children may also be an attribute of a just and efficient government.

**Y**EA, the spot news of the day is hot and history is rapidly in the making. When we look through the news of a 60-page daily and consider the average quality of events here and abroad, we are appalled by the reflection that man's magnificent ingenuity in the field of science and his triumph over materials could yield so little comfort to the people of the universe. More astonishing yet is the widespread denial, at least in practical terms, of spiritual values in the current age of understanding.

Some months ago I heard a famed New York clergyman, Dr. John Haynes Holmes, deliver a sermon from this strange text: "Is America a Civilized Country?" The first quality of a civilized people, he said, is *reverence for law*, and he pictured the brazen defiance of our race toward rules of life as set up by man for the protection and welfare of the whole body. The second quality of a civilized people, he argued, is *humaneness*, specified as "a sense of pity and compassion." The minister wondered that persons could be so insensible to another's pain, knowing as they must how susceptible each is to the same agony, in reversed circumstances. And he recounted the violent news events of recent years to make his point—lynchings, unexamined crime, automobile slaughter, persecution of individuals against whom there is popular prejudice, ruthless exploitation of ignorant and credulous people, widespread poverty amid plenty, child labor and all the rest of it. The third quality of civilization he named as *culture*. He explained this as the cultivation or development of the inner resources of man's being and also the fruits which grow as a result of this cultivation. Culture has to do with the thoughts and dreams and visions of the soul—the higher faculties of human nature demanding expression and satisfaction. "To what extent have we any culture in this country?" he asked. "We have no handicrafts, such as are the delight of many a country less pretentious than our own. We have no music, such as is the glory of Germany and Russia. We have no art, such as springs from the very life of people like the French. We may be developing an American architecture, typified by the skyscraper,

but the test of our artistic sense in this field is not the single building, but the city as a whole. If we are developing any culture of our own, it is in the field of literature." He added that no people could be expected to develop a culture in so short a time as that spanned by our national experience, but a great impediment has been our absorbed interest in material activities, business and industry, with no time or care left for the higher interests of the spirit. Culture, he said, involves not only beauty, but truth. "A civilized people means those possessed of principles and ideals and willing to pledge life to them in terms of sacrifice and devotion. These are too often lacking to permit me to believe that in the truest and highest sense we have developed a real civilization," he concluded.

On the basis of Dr. Holmes' definition of "civilization" the rapid current of events in the post-war era is exciting. The question with me, however, is not so much how far the race has advanced, but whether we do not slip backward more rapidly than go forward. No, Miss Robinson, I am not bored.

**A**DUSTY old trick that has served many a theatrical press agent was pulled out of some Hollywood attic and worked last week with superb success upon the moderns of the metropolitan press. This time-worn device is to pretend that some glamorous individual, like Greta Garbo, is bent on a mysterious errand, perhaps marriage, perhaps a million dollar contract, perhaps something even more intriguing, and that she has put a dog muzzle on her press agent and sworn her intimates to secrecy. Immediately a mad press pursuit starts. Reporters lease taxicabs by the day and week, trailing the beauty about town. They secrete themselves behind the palms in uptown dining halls, suddenly springing upon their victim, begging for any crumb of information. She, of course, is adamant. They bribe the servants of the hotels and steamship lines and pull the entire deck of funny tricks that have been part of reporting since the Yellow Kid was invented, but the fair one holds her peace. The only snap-shots that cameramen get of her are in such terrific action that the reader is left to guess whether they are portraits or just another ecoplasm. By such simple means the celebrated lady gained millions of dollars worth of additional celebrity in headlines. All of which is lime and sand used to build the tower called success in public life.

**I**LEARN from a trusted authority that more reporters and photographers were on the dock when Miss Garbo sailed than have been seen there in years. Some of the cameramen stayed up all night, awaiting her arrival, but she ducked by them, perhaps concealed in a wardrobe trunk. Not one of the "boys" caught a glimpse of her and no word of interview was given. At least one reporter, a *New York Daily News* woman writer, sailed to cover the voyage. It was a sad-eyed "pack" that moved away from the dock after the good ship Gripsholm set sail for Stockholm. Miss Greta Gustafsson sat in her stateroom in possession of one of the most valuable scrap-books that has been collected by any limelight queen in these parts in many years.

**N**EWSPAPERMEN who have contributed in some manner to the maintenance of Monticello will regret to learn that this ancient American shrine has been imperilled by the depression. Stuart G. Gibboney, president of the Thomas Jefferson Memorial Foundation, writes: "We held off asking for money because of the depression, but it has continued so long that we now face a serious problem. The whole movement to save this lovely relic for future generations is in jeopardy and may be lost entirely, though we would easily have saved it for posterity if there had been no economic reverse. Unless help comes soon we will lose our nine-year fight."

**W**E have frequently been asked to describe the technique of the Negro edition that Publisher W. T. Anderson of the *Macon (Ga.) Telegraph and Evening News* prints daily and Sunday, especially for the colored population of the community. I am in receipt of the information from Buford Boone, of the Telegraph staff. A young Negro woman of good education and high standing in the Negro community is employed as colored editor. An office is maintained in the principal Negro office building of the city. There the colored editor receives news. She and her assistant type the copy, make corrections, and reject items which cannot be used.

Copy for the Negro edition is handled by the copy desk just as in any other copy, with the exception that one reader handles it exclusively. The colored editor indicates her most important stories and they are headlined in the regular style of the paper. A column of personal mention and a column of deaths and funerals appear daily. There are also columns for clubs, churches and baseball.

Colored news usually occupies no more than a page daily, or three pages on Sunday. On week days it is inserted in the regular edition in place of the market page, for the Negro edition press run, and on Sundays the three pages are substituted for regular society pages. The daily Negro edition is run off just before the final edition and carries two big stars on each side of the masthead of the front page. After the press run the stars are chiseled off and the same plate is used in running the regular final edition. The press has to be stopped only long enough for the market page to be substituted for the Negro page.

These pages also carry advertisements from Negro business houses of the city. They are solicited by the Negro editor, and she obtains most of her business from the mortuaries, insurance companies and the Negro theatre. The rate charged is slightly less than that for other local advertisers. Macon's colored population is estimated at approximately 20,000.

**L**IFE is brightened by a success story in *The Quill* by John F. De Vine who, after 12 years' newspaper experience, found himself out of a job in 1930, and then went to work for John F. De Vine. As a free-lance he first wrote love stories and sold them to a syndicate. They brought only \$5 each but in stepped a magazine order, with a real check. He then novelized a movie for a screen magazine. For a literary agent, he cut and rewrote a 120,000 word novel being well paid. Since then he has fictionized two more movies, "ghosted" several pieces, sold a syndicate article, and at present is writing a series of biographical articles for a magazine. "The mail hasn't brought any checks which enable me to tell my wife to go out and buy a couple of Russian sables," he says, "but we aren't starving and I haven't written anything of which I am ashamed."

**T**AXES and death sooner or later, as the axiom goes, get us all. The Bureau of Internal Revenue specifically rules that admission taxes must be paid on working press tickets. Yes, sir, the boys who cover the first nights, the fights and races, the games and entertainments, must now pony up to Uncle Sam.

George Manning, our watchful sentry on the tax front, wires that 10 per cent in cash must be paid on every "Annie Oakley" issued to any place on which regular paid admissions are taxable. This applies to newspaper reporters, photographers, telegraphers, radio announcers, gate crashers, friends of influential friends, advertisers using editorial privileges, wives, sweethearts and all others used to free service. There are no exceptions to the rule, such as a limited number of tax-exempt tickets for very special persons. No taxes, no entree!



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